

BA (Hons) in Design (Advertising Design) (73416-SYV)

Senior Year Admission (2027-28) Information Sheet

Admission Procedures

Important dates ↓

23 September 2026 –
11 February 2027

Application

- Submit your application through PolyU online application system

Via:

<https://www.polyu.edu.hk/admission>



12 – 14 February 2027

Submission of Portfolio

- ONLINE portfolio submission
- Late submission will NOT be entertained

Via:

<https://www.polyu.edu.hk/sd/systems/admission/non-iupas>



March 2027

Announcement of Interview Shortlist

- Announcements will be released at Study@PolyU website only
- How to check:
input your "Account Name" and PIN to login → check the interview shortlist under the "Details" column

Admission Interview

Applicants selected for an admission interview are required to attend a 15 minutes' personal interview. (Interview date and time may vary for different candidates.)

Please bring along the following:

- a. your design **portfolio**
- b. HKID card

Study@PolyU:

<http://www.polyu.edu.hk/admission>

Copies of all qualifications should be uploaded on Study@PolyU: <http://www.polyu.edu.hk/admission>



April onwards –
end of August 2027

Notification of Offer

- Will be announced at Study@PolyU
- Subsequently every Thursday from April 2027 onwards to end of August 2027

Study@PolyU:

<http://www.polyu.edu.hk/admission>



30 August 2027

Classes Begin

For Enquiry, please contact

Tel: 2766 5488/2766 4353

Email: sdweb@polyu.edu.hk / sd.badesign@polyu.edu.hk

Last updated: Aug 2026

Portfolio Guidelines (PDF format)

- **Advertising campaigns are expected** to be included in the portfolio. Those campaigns are **not restricted** to a set number of executions or types of channels and there is **no limit** to the lengths of execution or the media used. A campaign can consist of any mix of the following means:

Film	Press	Outdoor	Social Media
Digital	Radio	Design	Promo & Activation
PR	Mobile	Direct	Branded Content

- Video or interactive works can be presented by a few significant frames, with a link for “click-to-watch” or a QR code for “scan-to-watch” by Flash, QuickTime Player, or standard web browsers.
- Large scale 3-D works (e.g. sculpture or installation) can be presented with photos (but prepare to show the original works in online interview).
- Please highlight projects that involve team work (with two or more students in the team) in your portfolio, and specify your role in each project. Failure to indicate such work may result in disqualification. Individual projects are highly encouraged for inclusion in the portfolio.
- If Generative AI tools have been used to create any content of your portfolio, please indicate in your application.
- Maximum of works not exceeding 20MB submitted in PDF format.

Tips:

- Organize your works. **Label** each project **clearly** and consider the order they should be viewed. Ensure your **name** and **application number** are visible on your work in case they get separated;
- Any other details may be informed by email. Please **keep your email address accurate and updated** in your application record.