






BA (Hons) in Communication Design (73416-SYC)

Senior Year Admission (2019-20) Information Sheet

Important dates↓	<u>Admission Procedures</u>	<u>Remarks</u>
27 September 2018 – 11 February 2019	<p>Application</p> <ul style="list-style-type: none"> - Submit your application through PolyU online application system 	<p>via: https://www.polyu.edu.hk/admission</p>
		
26-28 February 2019	<p>Submission of Portfolio</p> <ul style="list-style-type: none"> - ONLINE portfolio submission - No-hardcopy submission will be accepted 	<p>Via: http://www.sd.polyu.edu.hk/admission/non-jupas/</p>
		
21 March 2019	<p>Announcement of Interview Shortlist</p> <ul style="list-style-type: none"> - Announcements will be released at Study@PolyU website only - No letter will be sent to you regarding the interview - How to check: input your "Account Name" and PIN to login → check the interview shortlist under the "Details" column 	<p>Study@PolyU: http://www.polyu.edu.hk/admission</p>
		
26 March 2018 – 4 April 2019	<p>Admission Interview</p> <p>Applicants selected for an admission interview are required to come to School of Design to attend a 15 minutes' personal interview. (Interview date and time may vary for different candidates.)</p> <p>Please bring along the following:</p> <ol style="list-style-type: none"> your design portfolio, a maximum of five personal creative works in actual size and form (no group works) that show your potential to become a communication designer, HKID card, copies of all qualifications including academic transcripts and public examination results, especially Chinese and English language qualifications, and copies of awards and achievements, if any. (items c.-d. will be collected will not be returned) 	<p>Copies of all qualifications should also be uploaded on Study@PolyU: http://www.polyu.edu.hk/admission</p>
		
End of April onwards – End of August 2019	<p>Notification of Offer</p> <ul style="list-style-type: none"> - Will be announced at Study@PolyU - Subsequently every Thursday from End of April 2019 onwards to End of August 2019 	<p>Study@PolyU: http://www.polyu.edu.hk/admission</p>
		
2 September 2019	<p>Classes Begin</p>	

Portfolio
Please refer to the attached portfolio guidelines

First Choice
Only applicants who choose this Programme as their first choice will be considered. Applicants may not select a different discipline under the BA (Hons) Scheme in Design programme as their second choice. Such second choices will be counted as invalid and will not be considered.

Bad Weather Arrangement
Date of interviews may be rescheduled if a typhoon signal number 8 or above is hoisted, or a Black Rainstorm signal is issued. For Details:
<http://www.sd.polyu.edu.hk/admission>

For Enquiry, please contact

Tel: 2766 5436 / 2766 5488

Email: sdweb@polyu.edu.hk/ sdconnie@polyu.edu.hk/ sddonna@polyu.edu.hk

Prepared by:
BA (Hons) Scheme in Design (Senior Year) (73416)
School of Design
The Hong Kong Polytechnic University

Date: July 2018

Non-JUPAS Senior Year Admission (For AD/HD Graduates)

Portfolio Guidelines for BA (Hons) in Communication Design (73416-SYC)

Important Note:

For applicants **not** holding/graduating from Higher Diploma or Associate Degree, please apply through the application path - "Non-JUPAS Applicants", for admission into **Year 1 of BA (Hons) Scheme in Design**

Portfolio content guidelines (in Digital/ PDF format via SD website)

Include a **mixture of 10 best** design and expressive/ artistic projects using a **variety of media and approaches** and keep similar projects to minimal, i.e., not more than 2. For **each project**, show at least **2 – 3 images** from different angles and sizes.

- Display works in **landscape or portrait** orientation.
- All project should be **clearly labelled** with the following information (whenever possible):
 - Title, format and size/ dimensions
 - Purpose of the project and intended target audience
 - Links to video, animation, motion graphics and interactive work (if applicable).
- Include the following **explanations for at least 2** of your selected projects:
 - A 50-word or less description Project development process: Research, sketches, etc.
 - Personal insights/ key lesson(s) learned.
- Maximum of **20 pages in A4-size, not exceeding 10MB**.
- Complete the enclosed **information sheet** and stick it on the cover of your portfolio.
- Any other details may be informed by email. Please **keep your email address accurate and updated** in your application record.

PORTFOLIO INFORMATION SHEET

(For Associate Degree and Higher Diploma Applicants)

(to be fixed outside your portfolio)

73416 BA (Hons) Scheme in Design – Admitted to Senior Year

Admission Exercise 2019/20

Name: _____ Application Number:

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Phone No. _____ Email: _____

Nationality: _____ Gender: _____

Your current course/most relevant qualification:

Course: _____

Institute: _____ Year of graduation: _____

Applied Discipline

I have applied for the following discipline under the BA (Hons) Scheme in Design programme (Senior Year Entry) :

(Please put a "X" into the box below.)

- Advertising Design (73416-SYA)
- Communication Design (73416-SYC)
- Environment and Interior Design (73416-SYE)
- Product Design (73416-SYP)

_____ (Signature) _____ (Date)

_____ (Name)

IMPORTANT: This sheet must be fixed as cover of your portfolio.

