Work-Integrated Education (WIE)
BA(Hons) in Design
Co-operative Workshop (9 weeks, Semester 1, Year 3)

Handscript 親筆香港

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Original Happiness (原始快樂) notebook prototype

This Moment, This Stroke (這一刻, 這一劃) notebook prototype

Project Description

Design Brief
Students were divided into two groups and asked to create a notebook concept with an advertising campaign that would remind Hong Kong users about the benefits of handwriting.

Design Outcome
The two final campaigns, Original Happiness (原始快樂) and This Moment, This Stroke (這一刻, 這一劃), were both well received by the client. The students really hit the emotional mark with their polished TVCs and exquisite handmade prototypes.

Team Original Happiness focused on popular childhood games and chose twenty well-known games to include throughout the notebook. They incorporated playful lines instead of the typical horizontal notebook lines, and the whole notebook exuded a whimsical cheer. The students extended the concept throughout the book, and even the thread used to bind each signature reflected the colours used inside. In the TVCs, the notebook was shown in action with a group of spirited friends, and their happiness was so infectious that it was difficult to hold back a smile.

Team Moment aimed for a more personal reflective experience, hoping to move audiences to reminisce. Their notebook featured a story board-inspired grid, triggering users to rearrange their thoughts. Emotional stickers, pocket frames, blank postcards, and a simple doodle analysis accompanied the notebook to spark a mood, a distant connection or an idea. The team also introduced an app that would print stamp-like photos for a fee so that entries could be illustrated. They chose to cover the notebook in real leather and emphasised its tactility. A wide range of promotional items was also suggested to accompany the TVCs, which featured Internet celebrities talking about their innermost feelings.

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