45th Anniversary Communication Campaign

Collaborator: The Hong Kong Society for the Deaf
Project Tutor: FUNG Ho Yin
Students: Advertising
- Jen CHAN Hiu Wai
- Michael FUNG Chun Kit
- PANG Wing Tak
- TANG King Hei
Students: Industrial and Product
- Dino SO Chin Pong
- Renee TANG Shuk Yee

Animation still

Project Description
Design Brief
In preparation for The Hong Kong Society for the Deaf's 45th anniversary, students were asked to revamp the Society's website and introduce illustrative animations to support communication with the hearing impaired. The client also wanted a souvenir to give to guests during the celebratory dinner in gratitude for their support.

Design Outcome
The students took the initiative and came up with more items than the client asked for. The graphics team came up with approachable illustrations to promote sign language in a LINE stickers pack, hoping to reach a larger audience with icons normally used in popular communications apps. A wide range of applications was also presented using the finalised illustrations, including tote bags, bunting flags, name badges, Christmas cards, backdrops and t-shirts, allowing the client to better visualise their usage.

The main website and mini site were updated with a cleaner and more organised look to ease the user experience. Students provided colour theme options and a thorough guide for the new mini site.

The souvenir for the anniversary dinner was a leather bracelet, handmade by the Industrial and Product design students. They sourced the leather, designed the graphics and put together each bracelet. To present the souvenir to guests, they created a simple I love you/ hand gesture stand to hold the bracelet.

The animation featured the hands of an illustrator (Kapo Ng) drawing two characters on a blank canvas – young people taught the same things by a teacher. One understands the lesson and the other has difficulty. Through sharing and accepting, both understand what is taught and enjoy harmony.

Within a project timeframe of nine weeks, the students performed beyond their years and gained valuable co-operative experience. They came together as a team and showcased what PolyU Design students can offer.