The Hong Kong Polytechnic University’s School of Design offers Master of Design Scheme in the areas of: Design Practices, Design Strategies, Interaction Design, International Design and Business Management and Urban Environments Design. A world-class city, Hong Kong is an international environment that blends eastern and western influences. Students study in English but explore the increasingly world-changing context of Chinese culture as they acquire interdisciplinary skills and cultural experience that extend creative, critical, and analytical thinking and development across boundaries. The international and interdisciplinary faculty prepares students to take charge of their future learning and development in design’s nimble and quickly changing environment.
About PolyU Design

PolyU Design has been an important hub of design education for Hong Kong since 1964. With a campus in Shenzhen, research centres in Yunnan and Hangzhou, and research partnerships with over twelve top universities in the Mainland China, PolyU Design is at the forefront of applying Asian innovation to global opportunities. PolyU Design, which celebrates its 50th Anniversary in 2014, is ranked as the top Design School in Asia and one of the top 30 in the world by BusinessWeek and Business Insider respectively. The School drives the design industry in the region with the efforts of its international faculty. The dynamic and collaborative environment, contributed by multi-disciplinary partnerships among faculties, industries, and other overseas institutes, will prepare the students to rise to the challenges of the new global age.

Jockey Club Innovation Tower: Stimulating Infrastructure for Design and Innovation

PolyU Design has relocated to the Jockey Club Innovation Tower in 2013 which is built to further drive the development of Hong Kong as a design hub in Asia, and provide additional space to facilitate multi-disciplinary collaboration. The home of PolyU Design provides advanced facilities for teaching and learning, as well as ample exhibition and collaboration spaces that are positioned to attract deserved attention to our students’ work. The Innovation Tower is the first permanent architectural work in Hong Kong of Ms Zaha Hadid, one of the most influential figures in the world of modern architecture.

Studios are where design students study and nurture their creativity. The Jockey Club Innovation Tower has fully equipped modeling workshops that allow students to have conceptual and physical space to investigate and experiment with materials, tools, processes and ideas. Practical techniques are regarded as an integral part of the problem-solving process that students need to exercise through hands-on workshop activities. The workshop facilities provide students the opportunity to familiarize with skills for the mastery of making.

Our teaching labs and studios feature hardware that is custom-built to accommodate high-end graphics and multimedia content development. PolyU Design provides the most advanced audio and visual studios and labs for different levels of projects in digital media.
PolyU MDes: Unique Value Proposition

Proximity and Connections to the World’s Second Largest and Fastest Growing Economy

Hong Kong is a vibrant international city and yet one of the safest cities in the world. Given its very cosmopolitan outlook, its unique blend of Chinese and Western cultures, students from around the world can easily adapt to the new environment. Its highly quoted “East-meets-West” is the best term to describe the city—where religion, food, architecture, population, entertainment, festivals, etc. span the globe. The proximity of Hong Kong to the Chinese mainland and Southeast Asia also attracts many international students from design and business fields to explore these emerging markets. With increasing socioeconomic integration of Hong Kong and the Chinese mainland, an efficient cross-boundary transportation network enables a “1-hour living circle” that connects to the fast growing Pearl River Delta region. This region is the world’s most important manufacturing location that is also emerging as an R&D hub of ICT, automotive, steel and petrochemical industries. This provides ample opportunities to cultivate students’ inter-cultural awareness and perspective.

Bustling Startup Scene for Post-Graduation Career Path

Hong Kong is ranked one of the Top 10 countries/cities among the Global Innovation Index (GII) in 2014, co-published by Cornell University, INSEAD, and the World Intellectual Property Organisation. Hong Kong, according to a study by Washington State University’s College of Business, tops the attractive countries list; the 1-year study period makes a sabbatical plan possible when their financial and career considerations are addressed—the tuition fee is the most competitive among the top d-schools list; the 1-year study period makes a sabbatical plan possible when professionals only have a short period of time to be taken out of their career to seek a different experience or to broaden their horizons away from home.

To offer flexibility to non-local graduates who wish to work in Hong Kong after graduation, a policy called “Immigration Arrangements for Non-local Graduates” (IANG) has been implemented. Under the IANG Scheme, successful applicants are granted 12 months’ stay on time limitation without any other conditions of stay provided that normal immigration requirements are met, regardless of the term of employment. Many of our graduates have taken this opportunity to start a new page in their career development—from starting up a new business, to engaging in research, consultancy or design practice in Asia. MDes graduates have been successful in securing ideal positions in their chosen field. They are hired into a wide range of functions in design, such as product design, interaction design, spatial design, and branding. Some have broadened their professional fields and took on positions in project management, research and teaching. Industries that have hired our graduates include fashion, retail, hospitality, financial services, healthcare, toy, consumer electronics, information technologies, advertising, research and development, higher education and also public services. Examples of employers of MDes graduates in recent years include: Alibaba, ASTRI, DFS, IBM, Microsoft, Morningstar, Philips, Oregon Scientific, OSIM, Reebok, Siemens, and Tencent.

Celebrating Design Culture and Commerce

Hong Kong is known for celebrating design culture and commerce. PolyU Design, since the relocation to the new building last year, has hosted over 70 design events and exhibitions attracting more than 100,000 visitors. The design community at-large presents countless events and exhibitions throughout the year, in particular, Business of Design Week (BODW), HK-SZ Design Biennale, Design Mart, Detour and PolyU Design Annual Show. These events are on the calendar of every professional and stakeholder in the design industry. This year we see the opening of PMQ—Hong Kong’s new creative landmark. It is home to more than 100 local and young create-preneurs where many of PolyU Design alumni open their design studios or pop up stores in the heart of the city, Central.

Attracting International Talents: Most Competitive Tuition Fees among Top 25 D-Schools with a Welcoming Immigration Policy

Our intensive 1-year programmes are popular to international students due to the fact that their financial and career considerations are addressed—the tuition fee is the most competitive among the top d-schools list; the 1-year study period makes a sabbatical plan possible when professionals only have a short period of time to be taken out of their career to seek a different experience or to broaden their horizons away from home.

To offer flexibility to non-local graduates who wish to work in Hong Kong after graduation, a policy called “Immigration Arrangements for Non-local Graduates” (IANG) has been implemented. Under the IANG Scheme, successful applicants are granted 12 months’ stay on time limitation without any other conditions of stay provided that normal immigration requirements are met, regardless of the term of employment. Many of our graduates have taken this opportunity to start a new page in their career development—from starting up a new business, to engaging in research, consultancy or design practice in Asia. MDes graduates have been successful in securing ideal positions in their chosen field. They are hired into a wide range of functions in design, such as product design, interaction design, spatial design, and branding. Some have broadened their professional fields and took on positions in project management, research and teaching. Industries that have hired our graduates include fashion, retail, hospitality, financial services, healthcare, toy, consumer electronics, information technologies, advertising, research and development, higher education and also public services. Examples of employers of MDes graduates in recent years include: Alibaba, ASTRI, DFS, IBM, Microsoft, Morningstar, Philips, Oregon Scientific, OSIM, Reebok, Siemens, and Tencent.

Prospect for Further Academic Development in Asian Design Research at the Top Design Research Institution in Asia

PolyU Design takes a leading position in productivity in Academic Journals in Asia. Guided by tutors who bring research out from behind closed doors and into the classroom, students are engaged in the reiterated process of design research in projects with real-world context. Asian Lifestyle and Design, Design Education, Design and Business, Design and Technology are the four research pillars. A number of MDes graduates have undertaken an MPhil or PhD study and embarked on a path to an academic career.

PolyU, being a close partner of business and industry, offers exceptional networks to nurture young entrepreneurs that are keen to make positive changes in the world.

Incubatees will receive assistance in many development support, related training programmes and networking sessions with industrial organisations, professional bodies and potential business partners.
The Master of Design (Design Practices) is a hands-on, studio-based specialism directed at students who want to deepen their innovative abilities, who are curious about design and business integration, and who enjoy the creative form challenges of making objects and ideas that improve people’s lives. Designers with a bachelor’s degree in product design, fashion design, interaction design, architecture, product engineering, interior design or communication design may find Design Practices to be the logical next step in their professional development.

Specialism Leader:
Prof Roger Ball, Eric C. Yim Professor in Asian Ergonomics, MFA PhD
Deputy Specialism Leader:
Fred Han, Assistant Professor, MDes

Aims
This specialism focuses on design as a strategic tool for the consumer economy. Interdisciplinary projects embrace business strategy and brand development, identifying opportunities for innovation and user experience. This full-time international program responds to the world’s industrial and technological transformation with a focus on China. The development of a high level of research, analysis, strategic vision, aesthetics, and technical mastery in development, fabrication and commercialization of design prepares students for leadership roles.

Objectives
This specialism seeks to join practical strategies for innovation with formal aspects of design development, by making design through:
› real-world project development
› teamwork approaches to problem solving
› cultural considerations as well as business & technology
› customers' needs and goals
› design entrepreneurship and brand creation

Programme Structure
Primarily a studio experience, some projects will be sponsored by leading companies with real business context provided as the base for collaborative workshops. This is a full-time, intensive one-year programme. Theory and method subjects are delivered during weekends over four consecutive weeks each. A “capstone project” concludes the year with an experience that synthesizes learning in a real world setting.

Class Delivery Mode & Duration
Classes are normally held during daytime on weekdays except for three subjects, which will be delivered during weekends. Each of these weekend subjects requires three weekends spread over 4–5 weeks.

Normally it takes 1 year to complete the specialism.
The Master of Design (Design Strategies) is directed at people who are established in their careers and wish to deepen and enhance their strategic thinking and methods by integrating design, business, and technology. The specialism is intended for both design and non-design professionals with solid working experience in or related to the areas of design, such as communication, brand management, production, marketing, engineering or teaching. Those who are considering becoming entrepreneurs, taking on more responsibility for design-led business development, or translating new technology into designed experiences and practical applications will benefit from this specialism. Design Strategies was rated as one of the World’s Best Design Thinking Programs by BusinessWeek.

Specialism Leader:
Laurent Gutierrez, Associate Professor, BTP, BT, PhD, BArch, MArch
Deputy Specialism Leader:
Dr Sandy Ng, Assistant Professor, PhD

Aims
This specialism seeks to locate design strategically in the context of business and technology by exploring best practices as shown in case studies, human-centered explorations to identify previously unrecognised user needs and desires, comparative analyses of business opportunities, successes, and failures, analyses of branding strategies, and with particular attention to the local context of transforming original equipment manufacture (OEM) to original design manufacture (ODM), and finally to own brand management (OBM). The specialism is applicable to both business and nonprofit organisations and extends across local and global issues.

Objectives
This specialism seeks to enrich knowledge in design that facilitates the integration of design, technology and business by:
› creating value by design
› applying design to business development
› transforming OEM/ ODM to OBM
› branding products and services for domestic and international markets
› exploring culture differences and issues in local and global contexts
› understanding customers’ needs and goals

Programme Structure
Design Strategies has a flexible approach to learning for engaged professionals. Subjects are taught on weekends with most subjects taken in any order after the completion of a selection of core subjects. For example, a typical 3-credit subject requires three weekends spread over a 4–5 week period. Not a studio programme, the purpose of this specialism is academic—to deepen design understanding and integrate design in its business and technological context through reading, thinking, discussing, and writing. The programme concludes with a report that synthesizes individual experience and interests with programme materials leading to strategic development for an organisation or in the pursuit of social or cultural goals.

Class Delivery Mode & Duration
Normally classes are held during weekends except one core subject and one elective that are delivered on weekday evenings. Each subject requires three weekends spread over 4–5 weeks.

Normally it takes 2 years to complete the specialism.
Master of Design (Interaction Design)

The Master of Design (Interaction Design) is directed at students with a passion for people and technology, who have curiosity about the future and want to shape how information is accessed and used, how environments might change based on need, or how embedded information in products support use. Those with Bachelor’s degree in design (visual communication, product, digital media, or environmental design), communication, information technology, or even psychology may find interaction design to be the next step in their professional development.

Specialism Leader:
Dr Kenny Chow, Assistant Professor, BSc, MSc, MFA, PhD
Deputy Specialism Leader:
Dr Wei Huaxin, Assistant Professor, BSc, MSc, PhD

Aims
This specialism seeks to enhance human ability and life through the design of innovative, interactive and experiential ideas, based on a synthesis of human thought patterns and habits with technical means. A combination of theory, planning strategies, research, and technical skills provide the foundation for workshops that explore emerging aspects of interaction design, based on human needs and pleasures as well as technological development.

Objectives
This specialism seeks to join theory and action by:
› putting people first in the people/technology equation—explore human-centeredness
› understanding active communication processes on which interactivity is built
› learning methods for analysis and construction of interaction design
› working across communication technology, product interface, and service systems
› focusing on one of the above as an alternative focus
› developing a holistic approach to human-centered interaction that includes problem or opportunity identification, research, prototyping and execution

Programme Structure
Interaction Design is structured by a combination of intensively taught short courses that directly support a workshop investigation. Workshops take various forms from individual to team work, from self-initiated projects to externally sponsored projects. A range of electives are available to tailor the experience to individual interests. Some classes meet during weekends and evenings. The expectation is that the student is fully committed to the programme and works in the studio environment. The programme concludes with a demonstration project that unites: research, creative exploration, user understanding, and prototype testing toward a solution.

Class Delivery Mode & Duration
Classes are normally held during daytime on weekdays except one subject or some electives will be delivered during weekends. Each of these weekend subjects requires three weekends spread over 4–5 weeks.

Normally it takes 1 year to complete the specialism.

### Entrance Requirement

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<tbody>
<tr>
<td>Design Strategies</td>
<td>A Bachelor’s degree or the equivalent, and a minimum of two years of professional experience in a design related field is required. Candidates with other tertiary qualifications complemented by substantial relevant professional experience will be considered on a case-by-case basis.</td>
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<tr>
<td>Design Practices</td>
<td>A Bachelor’s degree in design or the equivalent in a related discipline and a minimum of one year of professional experience in design is required.</td>
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<tr>
<td>Interaction Design</td>
<td>A Bachelor’s degree in design or the equivalent in a related discipline is required. Candidates with other tertiary qualifications complemented by substantial relevant professional experience will be considered on a case-by-case basis.</td>
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<tr>
<td>International Design and Business Management</td>
<td>A Bachelor’s degree in Design, or Business, or a technological field, or the equivalent in a related discipline preferably with two years of relevant professional experience. Candidates with other tertiary qualifications complemented by substantial relevant professional experience will be considered on a case-by-case basis.</td>
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<tr>
<td>Urban Environments Design</td>
<td>A Bachelor’s degree in a spatial design field or the equivalent in a related discipline (e.g., interior design, environment design, landscape design, architecture, urban design) is required. Candidates with other tertiary qualifications complemented by substantial relevant professional experience will be considered on a case-by-case basis.</td>
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### Application

- A complete application includes:
  - Application form (www.polyu.edu.hk/admission)
  - Portfolio (except applications for Design Strategies)
  - Evidence of degree or other qualification
  - Letter of Intent
  - Letters of Recommendation (Academic/ Profession)
  - English language competency* (minimum score: TOEFL 550 / IELTS 6.0 / iBT 80)
  - Interview (in the case of international students, the interview will be conducted via video calls on Skype)

* Applicants who are native English speakers with qualifications awarded by institutions where the medium of instruction is English are not required to provide the test scores.

### Number of Credits

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### Financial Aid

- Hong Kong residents may receive financial support from the Continuing Education Fund.
- In general, scholarships are available on a competitive basis for non-local full-time students and PolyU Design alumni.
- For ID&BM, scholarships will be offered to off-set not lower than 50% of ID&BM’s tuition fees.

### Type of VISA

- People’s Republic of China and foreign nationals may join the full-time programme provided either they apply for and receive a Student VISA, or they may join the part-time programme if they are holding a valid work permit or dependent VISA from the Hong Kong Administrative Region Immigration Department. The School of Design will provide assistance in this regard.

### Normal Period of Study

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<th>Program</th>
<th>2 Years (part-time)</th>
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* Conversion (for reference only) HK$7.75 = US$1

Master of Design
(International Design and Business Management)

ID&BM is a multidisciplinary specialism based on an integrative design thinking management approach, pulling together professional knowledge in the areas of design, business and technological fields to achieve “managing design as a competitive strategy” in an international business setting. Globalisation in business and education has rapidly diminished boundaries between countries, cultures, and economies. ID&BM will provide a “meeting point” for students and faculties amongst the collaborative institutes from different regions of the world, which enables cross-cultural and disciplinary project teams to solve and manage real-life design, business and technical problems. ID&BM is targeting intakes distributed across Hong Kong, mainland Chinese and international students, and across design, business and technological fields.

Specialism Leader:
Prof Cees de Bont, Swire Chair Professor of Design, PhD
Deputy Specialism Leader:
Benny Leong, Assistant Professor, MDes, IIDSA, FIDSHK

Aims
ID&BM aims to nurture “T-shaped professionals” with high-level competencies to better understand and manage global business dynamics and to function in and contribute to design-sensitive and technological-intensive business environments. These competencies enable students to lead the transformation of their respective local enterprises and to challenge existing mindset in technological innovations, product and service designs from an integrative design thinking management approach. Ultimately, ID&BM aims to create an impact at the regional and global levels by meeting future talents demand of well balanced business developers, entrepreneurs, products and services innovators.

Objectives
Students, irrespective of their disciplinary background, learn together to nurture a new mindset and attitude where cross-disciplinary stimulation is the foundation of innovation. They will:
› Apply theories and concepts of the three domains underpinning this specialism
› Evaluate cultural differences and their implications for leadership and effective management of design and business activities
› Identify and evaluate the means by which value creation may be managed

Programme Structure
ID&BM begins with an intensive six-week introduction to the Essential Knowledge in each of the three disciplines, and then deliver by a series of compulsory subjects. In the second semester, the focus is on two ID&BM Multidisciplinary Projects, while students can choose elective subjects in design and business disciplines to enhance their individual career profile. Capstone Reflective Thesis synthesizes the learning in ID&BM at the summer term.

Class Delivery Mode & Duration
Classes are normally held during the daytime on weekdays. Some elective subjects are delivered during weekends or weekday evenings. Each of the weekend subjects requires three weekends spread over 4-5 weeks.

It normally takes 1 year to complete the specialism.
The Master of Design (Urban Environments Design) draws on the contemporary Hong Kong/China urban experience to offer a unique postgraduate education in urban space design. In line with the School’s human-centered critical approach to environment design, this studio-based specialism integrates the design of multiple scales and typologies of urban environments. Urban Environments Design focuses on the analysis and design of hybrid and composite interior environments, urban public spaces and urban systems and strategies.

Specialism Leaders:
Laurent Gutierrez, Associate Professor, B.T.S, B.T, P.H.D, B.Arch, M.Arch
Prof Tim Jachna, Professor and Associate Dean, B.Arch, A.Dip, Ph.D

Aims
This full-time international postgraduate programme responds to the unprecedented urban transformations occurring during the past few decades in Hong Kong and China. Urban Environments Design aims at the development of a high level of intellectual and practical mastery of the analysis and design of diverse urban environments in the region, with broader implications for urban contexts worldwide. The approach of the Urban Environments Design is based on an understanding of socio-cultural dynamics of the regional context transferred into new design strategies and design interventions.

Objectives
This specialism seeks to unite practical approaches for innovation in urban strategies with formal aspects of urban environment design, through:
› real-world project development
› teamwork approaches to problem solving
› socio-cultural and aesthetic considerations
› reflecting critically and analytically on the urban environment
› value creation by design within the urban environment
› a critical understanding of contemporary urban transformations in China
› definition of strategic approaches to urban environment design

Programme Structure
Following an introductory seminar, which initiates students in the Urban Environments ethos and approach, the first year of the programme is structured around three half-semester studio subjects, each of which is paired with a seminar subject that provides a knowledge base for the respective studio. Each project is undertaken in collaboration with a public- or private-sector partner, addressing spatial design challenges that emerge from the partner’s real-world operations and institutional culture. The final semester centers on a student-defined capstone design project that synthesises the learning of the programme.

Class Delivery Mode & Duration
Seminars and workshops are normally held during the daytime on weekdays. Electives are delivered during weekends. Each of the weekend subjects requires three weekends spread over 4–5 weeks.

It normally takes 1.5 years to complete the specialism.
Faculty

Roger Ball, MFA, PhD
Eric C. Yim Professor in Asian Ergonomics; Leader, MDes Scheme and Asian Ergonomics Lab
3D Anthropometrics & Ergonomics, Design for the Human Body (Eyewear, Footwear, Facemasks, Helmets), Microbrands & Design Entrepreneurship, Design Tools and Methods

Michael Bond, BA, PhD
Visiting Chair Professor, Department of Management & Marketing, PolyU Faculty of Business
Personality and Interpersonal Processes in Organizational Life, Organizational Culture, Cross-cultural Management

Jörn Bühning, MBA, PhD Graduand
Visiting Lecturer
Consumer Experience Innovation, Experience Design, Commercialisation, Business Modelling and Competitive Strategy, Entrepreneurship

Eli Blevis, PhD
Visiting Professor; Director, Human-Computer Interaction Design Program, School of Informatics & Computing, Indiana University at Bloomington
Sustainable Interaction Design, Human-Computer Interaction Design, Design Theories

Gerhard Bruyns, BArch, MSc, PhD
Assistant Professor and Leader, Interaction Design Lab
Interactive/Experience Design, Interactive Architecture, Embedded Computational Infrastructures, Human and Environmental Interaction

Kenny Chow, BSc, MSc, MFA, PhD
Assistant Professor; Leader, Interaction Design Lab Digital Media, Interactive Media, Interaction Design, Animation, Media & Communication

Clifford Choy, BEng, PhD
Assistant Professor
Mixed Reality, Human-computer Interface, Embedded Systems and Software Engineering, Real-time Computer Vision, Neural Networks and AI

Peter Chuah, BBS, MA
Assistant Professor
Instructional Design, Learning Experience Design, Curriculum Planning and Educational Research

Howard Davies, BA, MSc, PhD
Professor and Advisor to the Dean, Department of Management & Marketing, PolyU Faculty of Business
Technology Development and Technology Transfer, the Competitiveness and Strategy of Hong Kong Industry, China Business

Michael Fox, BArch, SMArch
Visiting Associate Professor; Director, Fox Lin Inc, I.A.; Former Director and Founder, Kinetic Design Group, M.I.T.
Interactive/Experience Design, Interactive Architecture, Embedded Computational Infrastructures, Human and Environmental Interaction

Cees de Bont, PhD
Dean of School of Design & Swire Chair Professor of Design
Design Education, Consumer Behaviour, Innovation Adoption, Design Methods and Networked Innovation,

Enrie Greer
Visiting Assistant Professor; Principal, G+ Consulting
Innovation in Products, Brands and Services, Global Expansion, Strategic Planning

Fred Han, MDes
Assistant Professor
Transportation System Design in Social Innovation, User Experience Focused Design Strategy

Laurent Gutierrez, BTS, BT, PgD, BArch, MArch
Associate Professor; Co-leader, Urban Environments Lab
Strategic Planning, Urban Environment, Relationship between Design, Art and Politics in Asia

Peter Hasdell, BSc, Arch(Hons), AA Dip, RIBA
Associate Professor

Tim Jachna, BArch, AA Dip, PhD
Professor; Associate Dean (Academic Programmes); Co-leader, Urban Environments Lab
Environment Design, Architecture, Urban Design, Urbanism

Ilpo Koskinen, PhD
Professor
Design Research and Its Methodology, Constructive Design Research, Research through Design, Contemporary Design, Design Districts, Uses of Interactive Technologies, Domestication Studies

Rémi Leclerc, MDes
Assistant Professor

Alison Lloyd, BA, PhD, Chartered Marketer
Associate Dean (External Relations and Development), PolyU Faculty of Business
Branding, Retailing, Balanced Scorecard, Change Management, Performance Management, Consumer Behaviour

Jackie Kwok, BA, Licence, Maîtrise, Doctorat
Associate Professor
Design Research Methods, Urban Living Environment, Cultural Studies on Urban Space, Chinese and Japanese Design Culture and History

Lee Tak Chi, BA, FCSD (Life Fellow)
Professor; Associate Dean (External Relations)
Strategic Design, Transport Design, Product Design, Design Entrepreneurship

Leong Ding Benny, MDes, IDSA, FIDSHK
Assistant Professor; Leader, Asian Lifestyle Design Research Lab; Founder/Coordinator, Lifestyle Design Research Network of China Industrial and Product Design, Lifestyle Design Research, Sustainable Design

Liu Xihui, PhD
Research Assistant Professor
Design Management, Brand Strategy, Design and Value Creation

Tina Luximon, PhD
Research Assistant Professor
Ergonomics in Design, 3D Human Modeling and Application in Design, Human Computer Interaction, Cultural Difference, CAD, Foot and Footwear, Statistical and Mathematical Models

Sandy Ng, PhD
Assistant Professor
Visual and Cultural Studies, Art History and Theory

Valerie Marie Francoise Portefaix, PhD
Visiting Lecturer
Public Space, Urban Environment, the Relationship between Design, Art and Politics in Asia

Ernesto Spicciolato, BArch
Senior Teaching Fellow; Project Director, SDWorks
Social Trends and Desirable Goods, New Sustainable Production Technologies, Evolution of Artificial Materials, Utilization of Natural Material for Industrial Products

Jan Stael von Holstein
Visiting Lecturer
Corporate and Brand Identity Creation, Brand Strategies and Design Management

Keith Tam, BDS, MA
Assistant Professor; Leader, Information Design Lab
Typography (Complex Structures and Multilingual Issues), Information Design

Tang Ming Xi, BSc, MSc, PhD
Professor; Chair of School Research Committee

Wei Huaxia, BSc, MSc, PhD
Assistant Professor
 Narrative Design for Digital Media, Game Design and Analysis, Interaction Design and Evaluation, Human Computer Interaction

David Williams, PhD
Visiting Lecturer

Alvin Yap, AA Dip
Director, Jockey Club Design Institute for Social Innovation, PolyU
Design with Social Relevance, Cultural Production & Creative Industry, Pearl River Delta - Public Space, Architecture, Urbanism, Metropolitanization
Professor Roger Ball has been crafting iconic sports products since 1983 for such clients as Burton Snowboards, Fisher Price, Cooper Canada, Itech Sports, Brine Lacrosse, Bell Helmets and Nike. During his 20-year teaching career, he has led studio design classes in North America, Asia and Europe.

Prof Ball's interests include: 3D Digital Human Models, Design Entrepreneurship and Design for Human Performance. His groundbreaking SizeChina 3D anthropometric research project won the 2008 IDEA/BusinessWeek’s Best in Show Award (co-winner of Apple’s iPhone), Gold Medal for Design Research, DFAA (Design for Asia Award) Grand Prize and was a Finalist for the 2009 Index Award (Design to Improve Life). For more information visit www.sizechina.com.

His recent publication, DesignDirect: How to start your own microbrand, co-written with Heidi Overhill, assembles thoughts on small-scale design entrepreneurship, and the new era of personal opportunity that is opening up in an age of Asian sourcing, 3D printing, and “long tail” marketing on the Internet.

Prof Ball is Eric C. Yim Professor in Asian Ergonomics in the School of Design and MDes Scheme Leader cum Chair of Postgraduate Programme Committee and Leader of the Asian Ergonomic Lab. He researches, writes and consults with corporations across the globe.

MDes Scheme Leader
Prof Roger Ball

SDWorks
A unique business platform marketing the work of our students, it was established to turn the student projects with great commercial potential into reality. Together with the students, SDWorks helps to develop and refine their ideas into real world products. It manufactures the designs on site or license to industry partners.

SDWorks, currently led by Dr Ernesto Spicciolato, was founded in early 2007, by Dr Spicciolato and Prof Roger Ball.

View products at sdworks.sd.polyu.edu.hk
Our Core Values

Open mind frame
Steering positive change
Visionary entrepreneurship
Authentic expression
Responsible
Enquiry

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