

A new, self-financed Master of Design programme, commencing in September, has reaped pleasing response following its launch. Replacing the MA in Design offered in the past 10 years, the new programme will offer high-level design education with an emphasis on the integration of design with technology and business.

“Creativity cannot be taught,” Prof. Leung remarked. “Yet at PolyU we can inspire creativity through encouraging students to be analytical and to experience how to turn fantasies into tangible designs in their projects.”

On the research front, many exciting projects are on-going. Counting those conducted by SD alone, Prof. Leung said, “The School is joining hands with HKDC and overseas institutes to jointly develop an Asian Life Style Data Centre on ergonomics, cultures and trends in the region to provide industry with up-to-date research data.”

“SD is also studying design development processes so crucial to SAR’s future economy. The focus is on the move from OEM [Original Equipment Manufacturing] to ODM [Original Design Manufacturing] and OBM [Original Brand Management].”

Other interesting studies include “Chopsticks”, a joint project which studies Asian eating habits and utensils, and “Travel Mate”, a smart device for offering handy information for tourists visiting Hong Kong. In support of the “DesignSmart” Initiative, more projects across various academic departments at PolyU are being planned.

### New leadership in design school

With so many ambitious plans on the plate, involving so wide a range of industries and businesses, can PolyU achieve them? A key person to address this question is the new Swire Chair Professor of Design and Head of the School, Prof. Lorraine Justice. She was Director of the Industrial Design Programme in the College of

### Showcase of student works

The School of Design’s large-scale Design Graduation Show entitled “Balance” and Seminar by Distinguished Alumni and Faculty caught much public attention between 5 and 13 June.

The graduation show, held concurrently at the Hong Kong Science Museum and PolyU’s Design Gallery, displayed about 300 creative works in total. They are all projects of the graduating students from four programmes, namely, BA (Hons) in Design, Higher Diploma in Multimedia Design and Technology, Higher Diploma in Product Innovation Technologies and Diploma in Design Studies.

In addition, the show showcased the works of alumni and professionals — including prominent designers such as Mr Dennis Chan, Mr Freeman Lau, Mr Tommy Li and Mr Alan Yip.

### MajorLink/Kaizor Award



Gold

Smart Fashion Store System, by Jones Lam and Jason Woo.



Silver

Effective dining system, by Catherine Leung and Wylen Yan.



Bronze

Money exchange kiosk, by Catherine Chan, Conrad Leung and Mandy So.