



Graphic Design Programmes

平面設計課程



# INTRODUCTION OF UNIVERSITY OF SUNDERLAND

The life-changing University of Sunderland has 25,600 students based on campuses on the North East coast, in London and Hong Kong and at its global partnerships with learning institutions in 15 countries. Our strengths range from widening access and student experience to research, international and industry links.

- ▶ Ranked as a top 50 university in the Guardian University Guide 2024.
- ▶ Received five stars for teaching, inclusiveness, employability and facilities in the QS World University Rankings 2023.
- ▶ One of the world's best young universities according to the THE Young University Rankings 2023.
- ▶ In the top 10 universities in the UK for Careers Prospects (What Uni Student Choice Awards 2024)
- ▶ 1st in the north-east for teaching quality and student experience (The Times and Sunday Times Good University Guide 2023)
- ▶ 1st in the north-east for student satisfaction (The Complete University Guide 2025)

- ▶ Art programmes at the University of Sunderland were ranked 7th in the UK (Guardian University Guide, 2022)
- ▶ Art and Design programmes were ranked 20th in the UK (The Times Good University Guide, 2022)

Sunderland is a member of the highly respected Design and Art Directors Association (D&AD), an influential body that rewards creative excellence. The prestigious D&AD Award is well-regarded in the world of advertising and design and recognised globally as the ultimate creative accolade.

BA (Hons) Graphic Design programme has a 100% positivity score for how well the course has developed knowledge and skills students will need for the future as well as how fair the marking and assessment is, according to national Student Survey 2023.

The Design programmes at Sunderland have been winning top international design awards and accolades for almost three decades. The most recent successes include the D&AD "The Best in Show" and the Adobe Students Creative Awards. According to University League Tables 2020, Sunderland Design & Crafts ranked 29th in subject.

# STUDENT SHARING

## A Fruitful Design Learning Journey

This programme has provided an excellent learning experience for students with prior experience in graphic design. The programme has given me a much deeper understanding of the design process, guiding me through every step from initial idea development to final presentation.

The tutors are highly professional and patient, effectively mentoring students to successfully complete their assignments. Through this process, I learned how to transform a nascent concept into a well-executed design. The programme has also imparted valuable insights into the critical research and development stages that are essential to the design process.

I feel very fortunate that my classmates have been truly kind and supportive throughout this programme. This collaborative and supportive environment has created a wonderful atmosphere that has enhanced the overall learning experience.

Adonis CHAN  
BA (Hons) Graphic Design



**The winner of D&AD awards 2024**



Boris KWOK  
BA (Hons) Graphic Design

I have many years of practical experience in design, but I still feel that professional recognition qualifications are an honor and are of great help to my career prospects. In view of this, I completed the Professional Diploma in Graphic Design programme at HKCT in 2021-22, and then continued my studies at the University of Sunderland in HKCT to complete the BA (Hons) Graphic Design programme.

The programme at the school keeps pace with the times, enriching my knowledge of current design and broadening my horizons. Through the guidance of the programme instructors, we were able to fully grasp the 5W1H of design. We were not just blindly pursuing visual beauty. It once again inspired my thinking and creativity and allowed me to regain my passion for design.

I think that this programme is suitable for those who want to enter the design industry or deepen their knowledge of design.

# STUDENT SHARING

LEUNG Ka Yan  
BA (Hons) Graphic Design



This programme has provided me with a deeper understanding of the design field, allowing me to learn various design theories, methods, and trends. This knowledge contributes to a broader perspective and richer thinking during the creative process, enabling a better understanding and application of design principles.

It has offered me opportunities for practice and experimentation, allowing me to freely explore design topics of interest and apply the knowledge and skills I have acquired to create works. The mentors have guided me in systematically conducting concept guidance, from ideation to realization, thereby helping me effectively express and present my design concepts.

This learning process has enriched my design thinking and sparked my creativity. Through continuous learning and practice, I have been able to develop unique and impactful creative works. The insights gained from this activity will play a significant role in propelling my professional development in the field of design and preparing for professional challenges.

Studying graphic design has been a truly rewarding experience for me. As a calligrapher for 4 years, I wanted to explore my possibilities and enhance my creativity, transitioning from delicate strokes to the art of visual communication.

Throughout my coursework and projects, I have gained a strong understanding of design principles and the creative process. I have acquired practical skills in areas such as typography, layout, and branding that will be invaluable as I progress in this field.

My journey through the Professional Diploma in Graphic Design programme has been transformative. It has provided me with the knowledge, skills, and creative mindset to tackle a variety of design challenges, and has cultivated a deep passion for the field within me. I am enthusiastic about continuing to explore the endless possibilities of visual communication in the future.



Pearl YUEN  
Professional Diploma in Graphic Design

# BA (HONS)



University of  
Sunderland

# GRAPHIC DESIGN\*

Registration Number: 251629

BA (Hons) Graphic Design\* aims at those who want to top up their qualification to a full honors degree, or for those with extensive practical experience to be a professional graphic designer. A University of Sunderland Art and Design bachelor degree is an opportunity to sharpen and enhance your career pathway.

## Programme details

Duration	12-24 months
Mode	Full Time / Part Time
Commencement	Every September
Application Fee	HK\$150
Tuition Fee	HK\$76,100 (+ Administration Fee: HK\$1,750)
Financial Assistance	Extended Non-means-tested Loan Scheme (ENLS)

## Programme Features

- ▶ This one year top-up programme is awarded by University of Sunderland and is a fast bridge programme to achieve a UK honors degree as a professional graphic designer
- ▶ Sunderland's design programmes are award-winning – the most recent successes include 'The Best In Show' award at Design and Art Direction, a Global Association for Creative Advertising and Design; seven nominations for the Creative Conscience Awards and the Adobe Students Creative Awards
- ▶ Internationally acclaimed guest speakers from across the design world, such as Andy Altmann (Why Not Associates) and Andy Sandoz, an Honorary graduate and former president of the internationally influential Design and Art Direction

## CORE MODULES

### Graphic Design and Professional Practice

The range of work in this module includes corporate identity and branding, editorial and typographic design, advertising screen-based design, packaging design or information design

### Design Dissertation

This module will rely heavily upon research. A clear understanding of research methodology appropriate to your topic will have an impact on the outcome of your dissertation

### Design – Major Final Portfolio

This module is your opportunity to demonstrate your creative, technical and organizational skill within an assignment or range of assignments of your own devising

# PROFESSIONAL DIPLOMA IN GRAPHIC DESIGN

Professional Diploma in Graphic Design offers a flexible part-time learning route to those who pursue for vocational and professional learning opportunities in graphic design. It leads students to a specialist progression pathway to a university graphic design degree with appropriate academic grounding.

## Programme details

Duration	24 months
Mode	Part Time
Commencement	Every September, January and May
Application Fee	HK\$150
Tuition Fee	HK\$49,800 in 6 installments

## Programme Features

- ▶ This two years programme is awarded by Hong Kong College of Technology
- ▶ Graduates of this programme are eligible to apply for the final year of BA (Hons) Graphic Design\* (Reg. No.: 251629) Top-up awarded by University of Sunderland in collaboration with Hong Kong College of Technology
- ▶ This programme provides a thorough grounding in graphic design principles that lead students to a range of specialist progression pathways to a university degree with appropriate academic study and graphic design technical skills

## CORE MODULES ● ● ●

### Year 1

- ▶ Visual Communication in Art and Design
- ▶ Typographic Skills
- ▶ Contextual and Cultural Referencing in Art and Design
- ▶ Animation Techniques for Interactivity in Art and Design
- ▶ Ideas Generation and Development in Art and Design
- ▶ Photographic Techniques

### Year 2

- ▶ Critical Study in Art and Design
- ▶ Editorial Design
- ▶ Professional Practice in Art and Design
- ▶ Interactive Media Web Authoring
- ▶ Project Design, Implementation and Evaluation
- ▶ Corporate Identity in Graphic Design

# Articulation Pathway



**BA (Hons) Graphic Design\* Top-up (Part /Full Time)**  
(Registration Number: 251629)



**University of  
Sunderland**

**Professional Diploma in Graphic Design (Part Time)**



**港專**

## Entry Requirements

### BA (Hons) Graphic Design\* (Registration Number: 251629)

#### General Requirements

- ▶ Higher Diploma / Associate Degree / Professional Diploma in graphic design or related discipline. The qualification must be awarded by a local recognized tertiary institutions / post-secondary colleges; or
- ▶ Other qualifications, which the University will consider on case-by-case basis; equivalent to the normal admission requirements of the University;

#### AND

- ▶ Satisfactory portfolio;
- ▶ Pass in English admission interview

#### English Requirements

- ▶ IELTS 6.0 with no score below 5.5; or
- ▶ Equivalent qualifications
- ▶ Students who have qualifications with QF level 4 (ADs and HDs) and are fully taught in English can have an English waiver on this basis

### Professional Diploma in Graphic Design

#### Year 1 Entry Requirement(s)

- ▶ Level 2 in 5 HKDSE subjects with 1 year of relevant working experience; or
- ▶ Holder of Diploma with 1 year of relevant working experience; or
- ▶ Student aged 21 or above with 3 years of relevant working experience; or
- ▶ Equivalent Qualifications

#### AND

- ▶ Pass in English admission interview

#### Year 2 Entry Requirement(s)

- ▶ Holder of Higher National Certificate in related area with 1 year of relevant working experience; or
- ▶ Holder of Higher Certificate in related area with 1 year of relevant working experience; or
- ▶ Holder of Advanced / Professional / Higher Diploma or Associate Degree of other disciplines with 2 years of relevant working experience will be considered on a case-by-case basis; or
- ▶ Equivalent Qualifications

\* It is a matter of discretion for individual employers to recognize any qualification to which this courses may lead. BA (Hons) Graphic Design is operated by Hong Kong College of Technology International Limited and awarded by the University of Sunderland, UK.

## Financial Assistance

#### HKCT Alumni Fee Reduction<sup>#</sup>

- ▶ Applicants who have graduated from the Centre of International Education of HKCT (CIE) and have successfully completed a one-year or longer programme within the past 3 academic years, and who have successfully enrolled in a higher-level programme provided by CIE are eligible for this benefit.
- ▶ Up to 5% of the total tuition fee reduction for the higher-level programme will be deducted from the last instalment of the tuition fee.

#### Early Bird Discount<sup>#</sup>

- ▶ Applicants who complete their application procedure by the specified deadlines are eligible for a tuition fee reduction of up to HK\$3,000, which will be deducted from the last instalment of the tuition fee.
- Application Deadlines of the Early Bird Discount:
- September Intake: On or before 15 August each year
  - January Intake: On or before 15 December each year
  - May Intake: On or before 15 April each year

<sup>#</sup> Applicants are eligible for either the HKCT Alumni Fee Reduction or the Early Bird Discount. In the event of any dispute, the decision of HKCT shall be final.



## APPLICATION

 [www.hkct.edu.hk/uchoice](http://www.hkct.edu.hk/uchoice)

## CONTACT INFORMATION

 2276 8514

 [cie@hkct.edu.hk](mailto:cie@hkct.edu.hk)

 [www.hkct.edu.hk/cie](http://www.hkct.edu.hk/cie)

Programme  
Details



Application

