Higher Diploma in Fashion Styling and Image Design
時裝造型及形象設計
高級文憑
Higher Diploma in Fashion Styling and Image Design
時裝造型及形象設計

PROGRAMME CODE
HP 83-507 2 Years (Years 1 & 2) 兩年（一年級及二年級）

Fashion styling and image design are integral parts of the creative industries, which have been a public policy focus in Hong Kong over the past few years. Professionals in this field are required to have specialist knowledge and skills in a wide range of areas encompassing makeup, hair styling, fashion coordination and art direction. The increasing demand for consultants or stylists to work in creative industries such as advertising, media, fashion and visual merchandising has opened up opportunities for those with the requisite knowledge and skills not only to work in Hong Kong but also to export their services and develop their creative industries in mainland China.

時裝造型及形象設計是創作工業不可或缺的一部份，而創作工業正是近年香港政府的施政焦點所在。從事時裝造型及形象設計的專業人士必須擁有廣泛的專門知識和技能，其中包括化妝、髮型設計、時裝造型和美術指導。隨着廣告、傳媒、時裝等行業對時裝及形象顧問的上升，這方面的專才在香港和內地都有良好的就業機會。

Programme Aims and Features
課程目標及特點

This programme provides students with basic knowledge of the theoretical and practical aspects of fashion styling and image design. Lectures are given by professionals including makeup consultant Mr. Gary Chung and his makeup team from Portfolio Makeup Academy, image director Mr. Kary Kwok, costume designer Dr. Alvina Lee, conceptual visual artist Mr. Florian Ma and hair stylists from famous hair salon hair do.

Through lectures, tutorials, workshops and project work, students will acquire the requisite knowledge and practical skills to facilitate eventual employment in the fields of advertising (television commercial, print advertisement, event promotion), entertainment (theatre, film, television), media (magazine, website) or fashion and luxury goods (visual merchandising, product design). For students to gain actual experience in the industry, visits to makeup studios will be arranged during the course of study.

本課程涵蓋時裝造型及形象設計的基礎理論和實踐。課程由行內專業化妝師、形象總監、服裝設計師和髮型師親自教授，包括Portfolio Makeup Academy首席導師 Gary Chung 及其化妝團隊、形象總監 Kary Kwok、服裝設計師 Alvina Lee、概念視覺藝術家 Florian Ma 及著名髮型屋 hair do 的髮型師。

通過日常課堂、導修課、工作坊和小組習作，學生可為將來在廣告（電台、印刷、項目推廣）、娛樂（舞台、電影、電視）、傳媒（雜誌、網站）或時裝及精品（空間設計、產品設計）等行業工作做好準備。另外，課程會安排學生訪問專業化妝室，從而獲得實際經驗。
Opportunities for Further Studies

This programme provides students with a solid academic foundation. Graduates are eligible to apply for admission to bachelor’s degree programmes in fashion styling, image design or other relevant disciplines offered by local (including HKU) or overseas universities.

Career Prospects

Graduates will be able to take up positions in the fashion, media, entertainment and advertising industries such as fashion designer / coordinator, image consultant, junior fashion editor or visual merchandiser.

Student Sharing

Veronica Li 李慧茵

“Style is an Inspiration of Past, Present and Future.” – unikali
http://unikali.com/

Graduate of the Higher Diploma in Fashion Styling and Image Design programme. She works as a full-time fashion stylist / style blogger now. Her passion for fashion has inspired herself to write her own blog and share her taste and feelings towards style, beauty and lifestyle. With her fine arts, textile, multimedia, fashion / image and graphic design background, she strives to be a successful fashion stylist.

時裝造型及形象設計高級文憑課程畢業生，現為全職時裝造型師 / 形象博客。憑著對時裝的熱情，以博客的身份分享她的時尚品味和觸覺。Veronica 更不斷努力學習美術、紡織、多媒體設計、時裝 / 形象及平面設計，立志成為一位出色的時裝造型師。

「入讀前曾經做過資料蒐集，發現大部份院校提供的相關課程只著重化妝、髮型或形象設計其中一方面。唯獨這個課程包括化妝、髮型創作、時裝設計和美術指導四方面知識，較全面及適合我。課程由多位業內頂級導師親自任教外，更提供很多實習機會，如參觀舞臺劇院、後台花絮，了解實際情況中每一個崗位的職責。我亦曾經跟隨不同的講師，擔當公開活動的化妝助理，見識多了的同時又有機會為自己的專業作品集 (personal portfolio) 加入更多題材元素，非常充實豐富。」

▲專業髮型師親自教授髮型設計的技巧。

▲著名化妝及形象設計師 Gary Chung 與同學合照。
Mr. Gary Chung

Mr. Kary Kwok

Mr. Florian Ma

Dr. Alvina Lee

hair do
Programme Structure

Higher Diploma Year 1*

- General English III 英文 (三)
- English for Academic and Professional Purposes Part I 學術及專業英文 (一)
- Mathematics and Statistics for Daily Life Applications 實用統計數學
- Introduction to Multimedia 多媒體學導論
- Drawing and Presentation Techniques in Fashion Design 時裝設計基礎應用
- Design Application in Fashion 時裝設計技巧應用
- Portfolio Planning and Development I 畫集製作基礎 (一)
- Pattern Drafting 基礎裁剪技術
- Techniques and Process in Fashion 時裝製作程序
- Media Makeup 媒體化妝技巧
- Fashion History and Image Design 時裝歷史及造型設計
- Creative Hair Design I 創意染髮設計 (一)

Higher Diploma Year 2*

- English for Academic and Professional Purposes Part II 學術及專業英文 (二)
- English for Business 商用英文
- Practical Chinese 實用中文
- Intra- and Interpersonal Competencies 內省及人際才能
- Fashion Branding and Shows Production 時裝品牌建立及時裝製作
- Professional Studies 時裝專業知識研究
- Portfolio Planning and Development II 畫集製作基礎 (二)
- Creative Makeup 創意化妝技巧
- Visual Presentation 時裝空間設計
- Art Direction 美術指導
- Fashion and Art 藝術與潮流研究
- Creative Hair Design II 創意染髮設計 (二)

The choice of the courses in the programme can be replaced by another course under the same category depending on availability in a particular semester.

Minimum Entry Requirements

2-year Higher Diploma Programme

HKDSE 香港中學文憑考試
- Level 2 or above in five subjects* (including Chinese Language and English Language); OR
- 香港中學文憑考試其中五科*（包括中國語文及英語文）考獲第二級或以上成績；或

HKALE 香港高級程度會考
- Pass in one AL subject or two AS subjects in the HKALE; AND
- three passes in the HKCEE* PLUS Level 2 / Grade E or above in Chinese Language and English Language; OR
- 香港高級程度會考獲一科高級程度科目，或兩科高級補充程度科目合格；及香港中學會考獲三科合格*，且中國語文和英語文獲第二級 / E 級或以上成績；或

OTHERS 其他
- Hold a recognised Diploma in Foundation Studies Programme, Certificate in General Studies Programme (CGS), Pre-Associate Degree Programme or Foundation Programme qualification; OR
- Equivalent qualifications will be considered by the College.
- 完成基礎專上教育文憑課程、副學士先修證書課程、副學士先修課程或基礎課程；或
- 書院亦會考慮同等學歷之申請。

Mature Students

成人學生

Applicants who do not possess the above academic qualifications, but are aged 21 or above and with relevant working experience will be considered by the College.

申請人如未能符合最低入學資格，但年滿二十一歲並具相關工作經驗，書院亦會考慮其申請。

* Applicants are allowed to use not more than two Applied Learning (ApL) subjects in the application. The recognition of the ApL subjects is as follows: “Attained with Distinction” is deemed equivalent to Level 3 in the HKDSE; and “Attained” is deemed equivalent to Level 2 in the HKDSE.

可包括不多於兩科應用學習科目：「達標並表現優異」相等於香港中學文憑考試第三級；及「達標」相等於香港中學文憑考試第二級。

* Applicants are allowed to use not more than two Applied Learning (ApL) subjects in the application. Successful completion of an ApL subject will be recognised as comparable to a HKCEE pass (not including Chinese Language and English Language).

可包括不多於兩科應用學習科目：如修畢一科應用學習課程，將等同一科香港中學會考科目合格（不包括中國語文及英語文）。
Tuition Fee
學費

The tuition fee for the academic year 2015 – 2016 is as follows:
2015 至 2016 年度的學費如下：

<table>
<thead>
<tr>
<th>Year</th>
<th>Fee</th>
</tr>
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| Higher Diploma Year 1  
 高級文憑一年級 | 港幣 HK$55,000 |
| Higher Diploma Year 2  
 高級文憑二年級 | 港幣 HK$52,500* |

All fees will be paid in two equal installments and are subject to annual revision.
學費每年將分兩期攤交，書院每年會因應情況調整學費。
* Tuition fee will be revised in the academic year 2016 – 2017.學費於 2016 至 2017 年度作出調整。

Financial Assistance
學費資助

Government Grants and Loans:
政府資助:
- Financial Assistance Scheme for Post-secondary Students (FASP)®
- Non-means-tested Loan Scheme for Post-secondary Students (NLSPS)®
- Continuing Education Fund (CEF)

Scholarships for Newly-admitted Students
新生入學獎學金

The College has established scholarships of HK$3 million for applicants with outstanding results in the 2015 HKDSE. The applicant could be awarded the scholarship upon successful admission to the College. Awarded may receive a maximum of a full first-year scholarship.
書院設立 300 萬元新生入學獎學金，給予在 2015 年香港中學文憑考試中獲優良成績的申請者。申請者成功入讀本院課程，有機會獲頒獎學金。獎學金最高可獲免首年學費。

Other Scholarships, Bursaries and Sponsorships
其他獎學金、助學金及計劃贊助

With the generosity of the Directors of Po Leung Kuk et al, numerous scholarships, bursaries and sponsorships are established as an encouragement to students who have excelled in their studies or made significant contributions in serving fellow students or the community.

- Overseas Exposure Scholarships
- Academic Merit Scholarships
- Service Awards
- Bursaries
- Po Leung Kuk Padma and Hari Harilela Endowment Scholarship
- “Mainland Experience Scheme” Sponsorships

為鼓勵同學爭取更佳成績，並積極貢獻社區，服務同
學，書院設立多項獎學金、助學金及計劃贊助，榮各
界人士或公司慷慨捐助，包括：保良局董事會成員、
社會賢達，以及其他團體。

- 海外學術交流獎學金
- 學界卓越獎學金
- 傑出服務獎
- 助學金
- Po Leung Kuk Padma and Hari Harilela Endowment Scholarship
- 「內地體驗計劃」贊助

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