CAREER DISCOVERY IN DESIGN
26 JUL — 9 AUG 2021
APPLY BY 4 JUL 2021
**Programme Overview**

This programme is organized by The University of Hong Kong and is catered towards high school students as their introduction to the study of design at the university level.

**Design Brief: Future Morals**

Hong Kong is ambitioning to become a sustainability capital. Yet, there are many challenges to overcome: exacerbated social inequalities, food imports, water, electricity, construction material dependency, export of waste. What do you think Hong Kong could look like in the future? How do you think it will operate? What will be different?

There are many things that we used to do, that we judge today as immoral. It was accepted that people of a dark skin tone would wear steel shackles. It was accepted that women would have to wear extremely small shoes for years and experience debilitating pain. Today, most people would agree that these were immoral and unacceptable by today’s standards.

So it begs the question: what are the things we are doing today, that in the future we will look back as immoral and inacceptable? What are the design decisions we can make to create a more humane and fair future?

The Career Discovery in Design Summer Programme will be the occasion to get a glimpse into the methodology of BASc Design+, exploring both the theory and hands-on practice of design, as well as identify students’ interests and challenges ahead of us as a society.
Learning Outcomes

Over the course of two weeks, students will experience the dynamics of design education through the following:

- Participate in a series of lectures, field research, studio and workshops activities
- Allowing for broader exploration of design anthropology, prototyping, emerging technologies and design approaches, visual communication
- Planned visits, and access to traditional craft and digital design laboratory of the Faculty of Architecture
- Translating abstract concepts to realized designs
- Production of practical and conceptual works for a public exhibition and presentations
- Building a design portfolio
- Personal career counselling in design

Each student will be provided with a work place in the studio for individual and group work.

Teaching Dates and hours:
July 26 to August 9 (Monday to Friday)
10:00 – 18:00

Location:
Room 417, Knowles Building, The University of Hong Kong, Pokfulam Road, Hong Kong

An access card will be loaned to each participant (with a HK$50 deposit).
Instructors

Cesar Jung-Harada
Founder of MakerBay and Scoutbots
https://cesarjungharada.com/

MA Design Interactions (Royal College of Art)
MA Animation Film (École Nationale Supérieure des Arts Décoratifs)

Kay Wong
Founder of Tomorrow by daydream nation

Keynote Speakers

Eric Schuldenfrei
Head, Department of Architecture
Co-founder of ESKYIU

BArch Cornell
MPhil Cambridge
PhD Cambridge
AssocAIA

Kristof Crolla
Programme Director, BASc (Design+), HKU
Founder of Laboratory for Explorative Architecture & Design Ltd. (LEAD)

Ir-Arch(UGhent)
M.Arch(AA)
PhD(RMIT)
RIBA
ARB(UK)
MHKDA

Elaine Ng
Founder of The Fabrick Lab.
https://www.elaineyanlingng.com/

Lucy Liu - Director of studio PROPS.SUPPLY and PROPS PAPER
https://lsyl.live/
Austin Smith - Co-founder of Helloeverything Studio

Lucy Liu & Austin Smith
## Career Discovery in Design Summer Programme 2021

### Preliminary Programme Schedule

#### WEEK 1 - RESEARCH, ANALYSIS AND SYNTHESIS. IDEATION, REPRESENTATION

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday 26/07/2021</th>
<th>Tuesday 27/07/2021</th>
<th>Wednesday 28/07/2021</th>
<th>Thursday 29/07/2021</th>
<th>Friday 30/07/2021</th>
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<tbody>
<tr>
<td>10:00 - 10:30</td>
<td>Registration</td>
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<tr>
<td>10:30 - 11:00</td>
<td>Programme</td>
<td>Field Research</td>
<td>Lecture 2</td>
<td>Seminar</td>
<td>Lecture 3</td>
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<td></td>
<td>Introduction</td>
<td>- Studio Visits</td>
<td>Kristof Crolla</td>
<td>Prototyping and</td>
<td>Elaine Ng</td>
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<td></td>
<td>Theory, Case Studies, Ice-breaking Activities</td>
<td>Makerbay (Tsuen Wan) Tomorrow by daydreamnation</td>
<td>manufacturing</td>
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#### WEEK 2 - PROTOTYPE, MAKING, TESTING, DEMO, PITCHING, DOCUMENTATION

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<tr>
<th>Time</th>
<th>Monday 02/08/2021</th>
<th>Tuesday 03/08/2021</th>
<th>Wednesday 04/08/2021</th>
<th>Thursday 05/08/2021</th>
<th>Friday 06/08/2021</th>
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<tr>
<td>10:00 - 10:30</td>
<td>Lecture 1</td>
<td>Studio</td>
<td>Seminar</td>
<td>Exhibition Setup, Dress Rehearsal, Final Comments</td>
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<td>10:30 - 11:00</td>
<td>Eric Schuldenfrei</td>
<td>&quot;Hard&quot; Prototype</td>
<td>Testing &amp; Documentation, Portfolio</td>
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<td>11:00 - 11:30</td>
<td>Lecture 4</td>
<td>Seminar</td>
<td>Seminar</td>
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<td>11:30 - 12:00</td>
<td>Lucy Liu &amp; Austin Smith</td>
<td>&quot;Hard&quot; Prototype</td>
<td>Business Model, Visual Communication</td>
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<td>12:00 - 12:30</td>
<td>Seminar</td>
<td>&quot;Hard&quot; Prototype</td>
<td>Lecture 5</td>
<td>&quot;Hard&quot; Prototype &amp; Presentation Rehearsal</td>
<td>Pin-up and final touches to setups</td>
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<td>12:30 - 13:00</td>
<td>Futuristic Tech, Post Humanism</td>
<td>Studio</td>
<td>Kay Wong</td>
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<td>13:00 - 14:00</td>
<td>Lunch</td>
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<td>Seminar</td>
<td>Tutorial 7 Documentation, Concept writing, Portfolio Building</td>
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<td>&quot;Hard&quot; Prototype</td>
<td>&quot;Hard&quot; Prototype &amp; Presentation Rehearsal</td>
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<td>16:00 - 16:30</td>
<td>Design and Shopping for &quot;Hard&quot; Prototype</td>
<td>&quot;Hard&quot; Prototype</td>
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<tr>
<td>17:00 - 17:30</td>
<td>Studio</td>
<td>&quot;Hard&quot; Prototype</td>
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<tr>
<td>17:30 - 18:00</td>
<td>&quot;Hard&quot; Prototype</td>
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#### FINAL WEEK - EXHIBITION AND FINAL REVIEW

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<th>Time</th>
<th>Monday 09/08/2021</th>
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<td>10:00 - 17:00</td>
<td>Final Review followed by a public Exhibition</td>
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<td>17:00 - 18:00</td>
<td>Pin-down &amp; Cleanup</td>
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Campus housing, Amenities and other notes

Campus housing is not covered by the programme and not available this year due to Covid-19. Successful non-local applicants should make prior arrangements for their off-campus accommodation.

The Department of Architecture is located at the Main Campus of HKU, students may find most daily services close by such as restaurants, cafés, ATMs, stationaries, etc. Listed below are some of the services in the vicinity of the Department:

**Cafeterias and Canteens**
- Chong Yuet Ming Amenities Centre Restaurant
- Fong Shu Chuen Amenities Centre Restaurant
- Union Restaurant
- Café 330
- Subway
- The Coffee Academics
- Starbucks Coffee

You may find the extensive list of campus catering outlets at this link: https://www.cedars.hku.hk/campuslife/catering/catering-outlets

**Groceries and Snacks**
- Park’n Shop Supermarket
- 7-Eleven and similar outlets at the HKU Station
- Vending Machines throughout the campus

**ATM**
- HSBC (G/F, Run Run Shaw Building, Main Campus)
- Bank of East Asia (Shop P0030, G/F, Centennial Campus)

**Printing Services**
- Print shop on 4/F, Knowles Building

**Stationaries, art supplies and modelling materials**
- Yan Ngai Architecture Material Model Co. (41 Pok Fu Lam Rd, Sai Wan)

**Pandemic prevention**
- Masks must be worn at all times during class and social distance must be maintained. Eating and drinking is not allowed inside the classrooms and studios.
Application Requirements

Eligibility
Senior secondary school students from Grade 10 / Grade S4 (or equivalent) in academic year 2020-21. Undergraduate students who are considering changing their majors to BASc Design+ may also apply.

This programme is catered towards high school students as their introduction to the study of design at the university level.

Online Application
https://extranet.ad.arch.hku.hk/Admission/ARCH0005

Deadline
14 June 2021 extended to 4 July 2021

Tuition Fee
HK$12,500 (including a material kit)
The tuition fee includes a material kit and excludes meals, transportation and accommodations.

Tuition fee of the programme is non-refundable.

Visa
Non-local students are required to obtain a valid student visa to study in HKSAR and may need to arrange their accommodation during the study period. The visa should be valid from 26 July to 9 August 2021. Details on student visa application procedures can be viewed at https://summerinstitute.hku.hk/summer-at-hku/visa/.

Covid-19 Preparedness
We intend to deliver the programme face-to-face and enable students to develop hands-on experience. However, if the Hong Kong Government or the HKU Higher Authority do not allow face-to-face teaching, we will switch to online while guaranteeing the highest possible quality of design education.
Scholarship
The Department of Architecture is offering a Scholarship for this summer programme. Please indicate in the Online Application Form if you are interested to apply for the Scholarship.

You are required to submit a motivation letter to outline: 1) the reason that you are a suitable candidate; 2) your academic accomplishment in terms of grades, as well as extracurricular activities and community involvement; 3) any financial needs.

The word limit is 250 words. Please upload your letter in PDF format alongside other required documents on the application system. Members of HKU Academy for the Talented should quote their membership number in the letter.

The deadline to submit the motivation letter is on 9 July 2021. If we do not receive your letter by the deadline, we will assume that you are no longer interested in the Scholarship.

Shortlisted applicants will be invited to attend an interview.

Enquires for Summer Programme
Email: isabel.wong@hku.hk
Tel: +852 3917 2156
About

Bachelor of Arts and Sciences in Design+

BASc Design+ is an undergraduate degree under the Bachelor of Arts and Sciences Programme. It is aimed at nurturing highly effective, adaptive and creative graduates who can lead across multiple disciplinary subjects, and who will become known globally for their distinctive qualities of creativity, analytical ability, critical thinking and innovation problem-solving. Cutting across traditional disciplinary boundaries, the programme is structured around design thinking as a distinct foundational approach to interdisciplinary studies, innovation and enterprise.

The degree prepares students to be innovators and creative leaders, training students who want to capitalize on both entrepreneurial and creative abilities. Combining insights, theory, research methods and practices that embrace a combination of design thinking, functional design and process design, the academic focus provides students with a blend of thinking tools that will equip them for the challenges facing all sectors of society.

The new Bachelors of Arts & Sciences degrees, involving all ten faculties at HKU, are aimed at nurturing globally-minded thinkers and leaders able to leverage their interdisciplinary know-ledge and skills to address the contemporary and future challenges of our increasingly complex world.

Contact

Phone: (+852) 3917 2149
Email: faculty@arch.hku.hk