Applied Learning (Senior Secondary Level)

2021-23 Cohort

Item	Description
1. Subject Title	Display and Jewellery Design
2. Course Provider	School of Continuing Education, Hong Kong Baptist University
3. Area of Studies/ Course Cluster	Creative Studies/Design Studies
4. Medium of Instruction	Chinese
5. Learning Outcomes	Upon completion of the subject, students should be able to: (1) explain the importance of work ethics and responsibilities required in the display/jewellery/fashion jewellery design profession; (2) analyse the impact of different regional culture, design history and global design trend on the development of display/jewellery/fashion jewellery design; (3) apply basic design principle, digital technology and illustration skills in display/jewellery/fashion jewellery design, production and marketing; (4) strengthen communication skills and build up team spirit through diversified learning activities; (5) integrate the design knowledge acquired and complete a final project with creativity; and (6) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure

Core

Module 1 An introduction to design (45 hours)

- Work ethics and responsibility in design profession
- Appreciation of different design areas
- Design history and fundamentals
- Relationship between design and consumer behaviour

***Elective (a): Display Design**

Fundamental knowledge in display design

Module 2a Creative design and rendering (30 hours)

- Creativity and development in display design
- Creativity and commercial elements
- Basic perspective and construction drawings
- Display design as a profession

Module 3a 3D Prototype making and materials (30 hours)

- Properties of materials in display design
- Application of lighting
- Safety rules in workshop and use of tools
- Display design and making
- Aesthetics of form and spaces

Application of computer technology

Module 4a Computer-aided design (CAD) (15 hours)

- CAD software fundamentals and application
- Computer drawing techniques in display design
- Significance of computer technology application in display design industry

Knowledge integration and application

Module 5a Integrated project and showcase in display design (60 hours)

- Branding research
- Design brief
- Research methodology
- Thinking outside the box
- Concept development
- Presentation drawing
- Model making
- Photo shooting and display
- Presentation and showcase

*Choose one of the electives

6. Curriculum Map – Organisation and Structure

Core

Module 1 An introduction to design (45 hours)

- Work ethics and responsibility in design profession
- Appreciation of different design areas
- Design history and fundamentals
- Relationship between design and consumer behaviour

***Elective (b): Jewellery Design**

Fundamental knowledge in jewellery design

Module 2b Creative design and rendering (30 hours)

- Creativity and development in jewellery design
- Different types of jewellery
- Jewellery design and rendering
- Jewellery design as a profession

Module 3b 3D prototype making and materials (30 hours)

- Properties of common gemstones
- Measurement in jewellery materials
- Safety rules in workshop and use of tools
- Metal jewellery design making technique
- Aesthetics of form and spaces

Application of computer technology

Module 4b Computer-aided design (CAD) (15 hours)

- CAD software fundamentals and application
- Computer drawing techniques in jewellery design
- Significance of computer technology application in jewellery design industry

Knowledge integration and application

Module 5b Integrated project and showcase in jewellery design (60 hours)

- Branding research
- Design brief
- Research methodology
- Thinking outside the box
- Concept development
- Presentation drawing
- Model making
- Photo shooting and display
- Presentation and showcase

*Choose one of the electives

6. Curriculum Map – Organisation and Structure

Core

Module 1 An introduction to design (45 hours)

- Work ethics and responsibility in design profession
- Design history and fundamentals
- Appreciation of different design areas
- Relationship between design and consumer behaviour

***Elective (c): Fashion Jewellery Design**

Fundamental knowledge in fashion jewellery design

Module 2c Creative design and rendering (30 hours)

- Creativity and development in fashion jewellery design
- Design and rendering in Ladies' and Men's fashion jewellery design
- Different types of fashion jewellery
- Fashion jewellery design as a profession

Module 3c 3D Prototype making and materials (30 hours)

- Properties of materials in fashion jewellery design
- Creative fashion jewellery design and making
- Relationship between fashion trend and fashion jewellery
- Aesthetics of form and spaces
- Safety rules in workshop and use of tools

Application of computer technology

Module 4c Computer-aided design (CAD) (15 hours)

- CAD software fundamentals and application
- Computer drawing techniques in fashion jewellery design
- Significance of computer technology application in fashion jewellery design industry

Knowledge integration and application

Module 5c Integrated project and showcase in fashion jewellery design (60 hours)

- Branding research
- Design brief
- Research methodology
- Thinking outside the box
- Concept development
- Presentation drawing
- Model making
- Photo shooting and display
- Presentation and showcase

*Choose one of the electives

7. The Context

- The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses.

Possible further study and career pathways

Further studies
- e.g. display/jewellery/fashion jewellery design and production, gemology and commercial design

Career development
- e.g. positions at entry level (e.g. assistant designer in display/jewellery/fashion jewellery design, material merchandiser, photographer, magazine reporter, visual merchandiser, sales and marketing personnel, retail/export sales personnel) and positions at managerial level (e.g display/jewellery/fashion jewellery designer, visual display designer, product development officer, project manager, gemologist)

Relations with core subjects and other elective subjects

***Enhancing and enriching*, e.g.**
- enriching the breadth and depth of design principles, drawing skills and creative thinking in **Visual Arts** through hands-on display/jewellery/fashion jewellery design activities

***Cross-fertilisation*, e.g.**
- applying the common concepts of this subject and **Mathematics** such as production and materials and 3D space consolidates and reinforces the learning of both subjects
- applying the common concepts of this subject and **Liberal Studies** such as culture and multiple perspectives consolidates and reinforces the learning of both subjects

***Expanding horizons*, e.g.**
- students taking **Science** subjects may explore their different abilities and intelligence and enhance their all-round development through taking this subject

***Consolidating and synergising students' studies*, e.g.**
- students undertake a display/jewellery/fashion jewellery design project and showcase to undertake an in-depth analysis of a topic and integrate the knowledge and skills acquired

Cluster of professions/trades/industries related to the course

- e.g. display/jewellery/fashion jewellery design, material merchandising, fashion photography, magazine reporting, visual merchandising, sales and marketing, retail/export, visual display, product development, jewellery appraisal, professions related to design/visual arts

Future global and local outlook

- display/jewellery/fashion jewellery design blends with Hong Kong's hybrid of eastern and western cultures and "design" becomes unique and attractive in the world market, this helps creative individuals add value to service or products
- the global and local social and economic development helps boost the display/jewellery/fashion jewellery design industry
- the impact on style in display/jewellery/fashion jewellery design due to the development of society
- technological advances alters the media for display/jewellery/fashion jewellery design

Beginners' skill set to facilitate entry to further studies and/or work

- understand the legal and ethical responsibilities related to display/jewellery/fashion jewellery design activities
- acquire knowledge of artistic practice in display/jewellery/fashion jewellery design and demonstrate the ability to solve problems for creation through lateral thinking methods
- develop analytical skills to evaluate display/jewellery/fashion jewellery design works aesthetically
- demonstrate the skills in different design stages, including inspiration, research, sketching, design concepts, production, display and presentation, to support the business viability of a product
- demonstrate the ability to use different materials and digital devices for display/jewellery/fashion jewellery design and different communication media to present ideas and views effectively for the target customers
- design 2D and 3D display/jewellery/fashion jewellery works according to specific goals
- explore the aptitudes and abilities required in display/jewellery/fashion jewellery design industry, and develop a personal roadmap for further studies and career development

Relations with other areas of studies/ courses of Applied Learning

Business, Management and Law
- the knowledge of business environment in **Business, Management and Law** can facilitate students' learning in sales and marketing technique for display/jewellery/fashion jewellery

Other Areas of Studies
- creative thinking cultivated in display/jewellery/fashion jewellery design facilitates students' learning in other areas of studies

Foundation knowledge developed in junior secondary education and Secondary 4

The subject is built upon the foundation knowledge students acquired in, e.g.
- **Chinese Language Education** and **English Language Education** - communication skills (including verbal and writing abilities)
- **Arts Education -** the appreciation and critiques in arts and basic drawing skills (including use of lines and colours)
- **Personal, Social and Humanities Education** - cross-disciplinary thinking (including thinking from historical, social and cultural perspectives)