



UNDERGRADUATE
PROGRAMMES

2022/23
ADMISSION

INSTITUTE OF
TEXTILES AND
CLOTHING





*Pioneering Fashion and Textile
Education and Research*

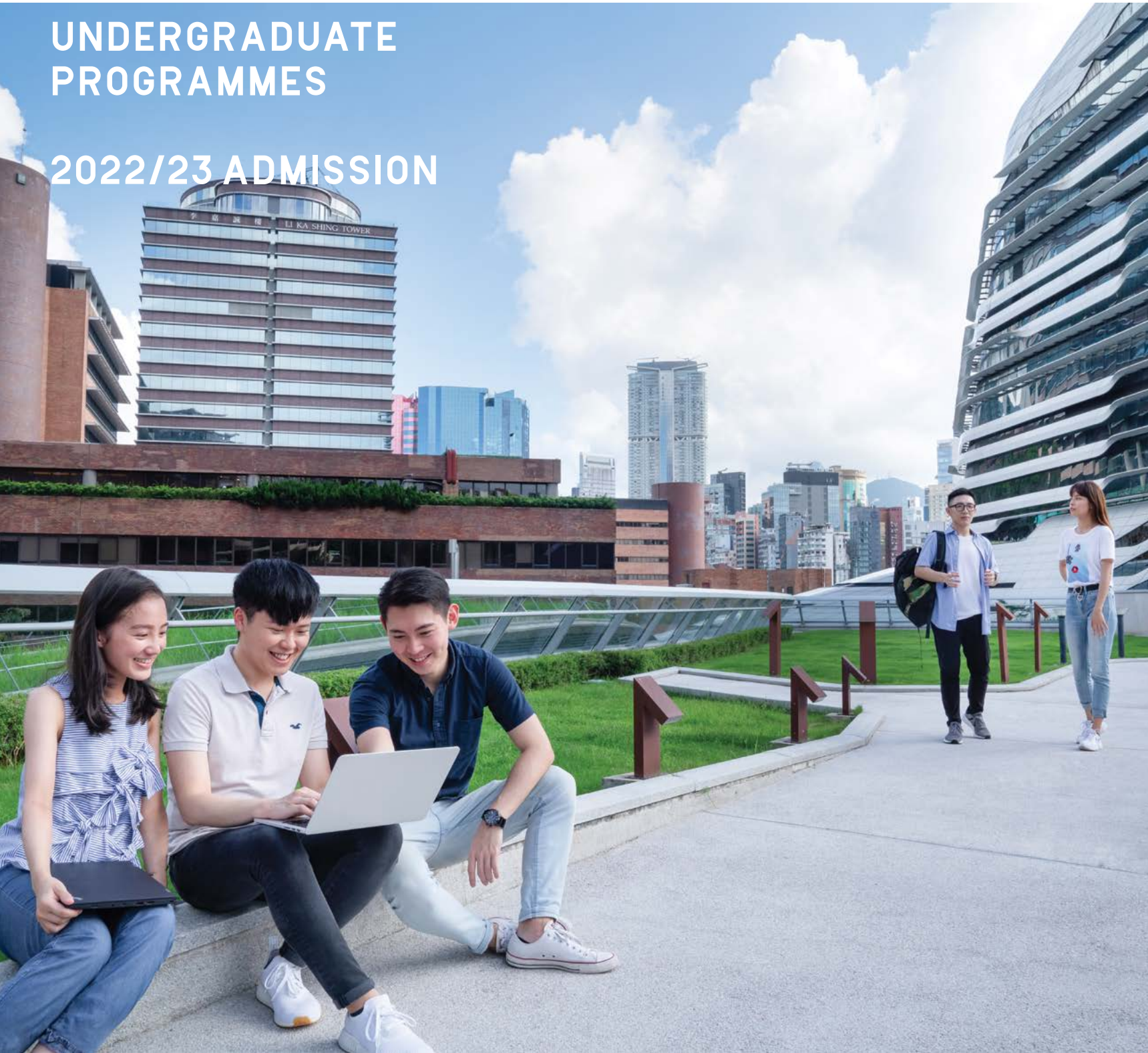
創 意 時 尚 編 織 未 來



INSTITUTE OF TEXTILES AND CLOTHING

UNDERGRADUATE PROGRAMMES

2022/23 ADMISSION



CONTENT

PAGE	
4	ABOUT ITC
PAGE	
6	FACILITIES
PAGE	
10	OUR AMAZING ALUMNI
PAGE	
14	STUDENT MESSAGES
PAGE	
16	TEACHING & LEARNING ACTIVITIES
PAGE	
22	STUDENT EXCHANGE PROGRAMME
PAGE	
24	STUDY PATH
PAGE	
26	BACHELOR OF ARTS (HONOURS) SCHEME IN FASHION & TEXTILES
PAGE	
38	BACHELOR OF SCIENCE (HONOURS) IN DIGITAL FASHION

ABOUT ITC



The Institute of Textiles and Clothing (ITC) has a proud and well-respected history. As the pioneer of fashion and textiles education in Hong Kong, ITC is globally recognised as one of the top research institutes.

Since its inception in 1957, ITC has offered a wide range of academic programmes in fashion and textile design, fashion business and fashion technology at the Bachelor, Master's, MPhil, PhD and post-doctoral levels.

ITC has a team of excellent members who uphold the highest quality in teaching and research work. Students are taught in an integrated and multi-disciplinary manner, with emphasis on both theory

and practice. ITC nurtures the creativity of students by enriching their knowledge and broadening their mind, so that they eventually become professionals. They will also be mentally well equipped to take on their role as responsible, all-round global citizens. Our students are therefore highly regarded by fashion and textiles professionals in Hong Kong and the Asia Pacific.

FACILITIES

Fashion Design Studio



ITC offers an extraordinary environment with comprehensive and stimulating facilities to nurture the creativity of students. Studios, laboratories and workshops are designed for teaching, learning and research activities. The Fashion Gallery offers a contemporary exhibition space for fashion and textiles-related exhibitions.



Material Synthesis & Processing Laboratory



Physical Testing Laboratory



The Fashion Gallery



3D Body Scanning Laboratory



Spinning Workshop



Knitting Workshop



Laser Engraving Laboratory



ITC STORE



Photographic Studio



Garment Workshop



Multimedia Centre (left)

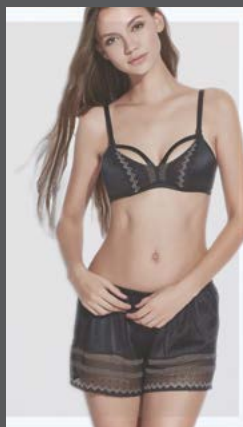
4D Fashion Digital Communication Theatre

OUR AMAZING ALUMNI



↑ Triumph SS2021 Ad Campaign

Gallery Tam
 Founder & Photographer
 Triesar Production
 HD Scheme in Fashion and Textile Studies
 — Fashion & Clothing (2009)



↑ Exquisite Intimates AW18 — Maternity Collection

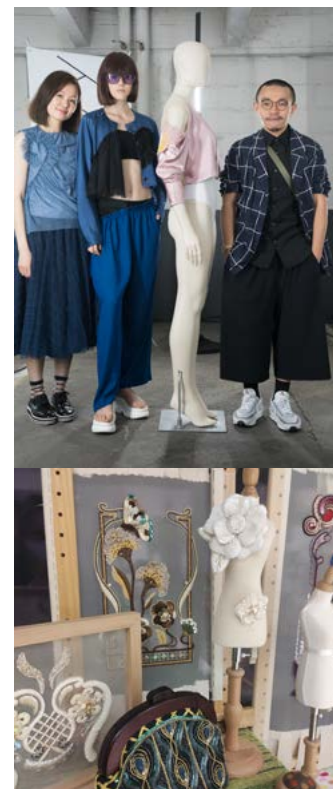
Priscilla Kwok
 Design Director, Exquisite Intimates
 BA (Hons) Scheme in Fashion & Textiles
 — Intimate Apparel (2008)



↑ NECRO AW2018 — GANGSTER CLUB

Necro Poon
 Creative Director, NECRO STUDIO
 BA (Hons) Scheme in Fashion & Textiles —
 Knitwear Design & Technology (2011)

← Kelly Kwok
 Fashion Illustrator, Kellustration
 BA (Hons) Scheme in Fashion & Textiles
 — Fashion and Textile Design (2011)



← YLY Studio SS2020

Matt Hui and Lilian Tsang
 Founders, YLYstudio
 BA (Hons) Scheme in Fashion &
 Textiles — Knitwear Design &
 Technology (2008)

↑ Haute Couture Embroidery

Matt Hui and Lilian Tsang
 Founders, YLYstudio Workshop
 BA (Hons) Scheme in Fashion &
 Textiles — Knitwear Design &
 Technology (2008)



↑ 112 mountainyam SS2019

Mountain Yam
 Brand Director, 112 mountainyam;
 CEO, MY FASHION INTERNATIONAL LIMITED
 MA in Fashion and Textile Design (2008)



← Ung-min Lee
 Assistant Trade Marketing Manager,
 Kering Eyewear
 BA (Hons) Scheme in Fashion & Textiles
 — Fashion and Textile Design (2014)



↑ Sharon de Lyster
Founder & Director
 Narrative Made Ltd. and The Textile Atlas;
 Design Consultant, WGSN
 BA (Hons) Scheme in Fashion & Textiles
 — Fashion and Textile Design (2009)

↓ Karie Fung
Flagship Store Manager, Salvatore Ferragamo
 BA (Hons) Scheme in Fashion & Textiles — Fashion
 Retailing (2016)



↑ DEMO. SS21
Derek Chan
Founder & Creative Director, DEMO.
 BA (Hons) Scheme in Fashion & Textiles —
 Fashion and Textile Design (2011)

↓ Jasper Cheung
Area HR Manager, COS
 BA (Hons) Scheme in Fashion &
 Textiles — Knitwear Design with
 Technology (2010)



↑ Costume of 《張敬軒 x 香港中樂團盛樂演唱會
 Hins Cheung x HKCO Coliseum Concert》 -
 approximately 10,000 pieces of 3D pearls
 and Swarovski crystals are used for the
 bead work on the entire piece

Kit Wan
Founder, Kit Wan Studios
 BA (Hons) Scheme in Fashion & Textiles -
 Knitwear Design & Technology (2013)



← Lokki Ng
Fine Art Painter
 BA (Hons) Scheme in
 Fashion & Textiles
 — Fashion & Textile Design (2016)

→ Constance Lee
Fashion Stylist, ConStyle
 BA (Hons) Scheme in Fashion & Textiles
 — Knitwear Design & Technology (2013)



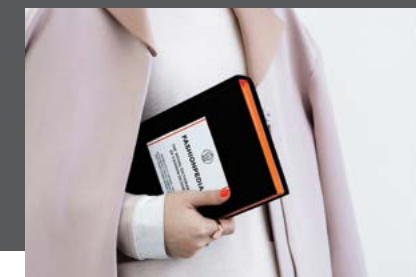
↑ Fashionary — the visual
 dictionary of fashion design
Penter Yip
Founder, Fashionary
International Ltd.
 BA (Hons) Scheme in
 Fashion & Textiles — Fashion and
 Textile Design (2007)



↑ Walter Kong
Director, Blind by JW
 BA (Hons) Scheme in Fashion & Textiles
 — Fashion and Textile Design (2007)



↑ KanaLili x Maple Pre-Fall 2017
Lilian Kan
Director, KanaLili
 MA in Fashion and Textile Design
 (2011)



STUDENT

MESSAGE

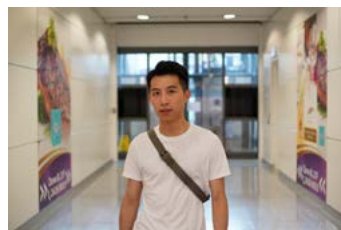
"ITC equips its graduates with holistic technical skills and industrial knowledge. I developed the all-round skills that are required by the fashion industry, such as problem solving and interpersonal communication skills, and a creative mind. My career path had a smooth beginning with the skillset and knowledge that I gained from ITC and my internship experiences."

↓ Isaac Fan
BA (Hons) Scheme in Fashion & Textiles – Intimate Apparel (2018)



"Apart from basic retail concepts and business skills, ITC has equipped me as a fashion retail student with knowledge that closely aligns with the latest trends in the industry. All of the taught contents are supported with solid business cases that are found in the industry. These have contributed to my competence in managing challenges in the dynamic retail world and become a forward-thinking talent in the industry."

↓ Anson Lee
BA (Hons) Scheme in Fashion & Textiles – Fashion Retailing (2018)



"ITC provides me a platform to explore my interests in fashion in which further enhance my knowledge. In the first two years, I studied fashion retailing. Therefore, I got the chance to present my business proposal with my team members at the World Retail Congress in Dubai. In the last two years, I changed my major to Intimate Apparel Design and learnt new things. In between, I luckily got into a final round of a lingerie design competition. Look back to my life in ITC, there are many opportunities. Just work hard and enjoy it!"

↓ Samantha Cheung
BA (Hons) Scheme in Fashion & Textiles – Intimate Apparel (2019)

"I enjoyed the practical classes the most. I had the opportunity to produce fabric myself and gained a more in-depth understanding of fabric manufacture principles."

← Grace Chung
BA (Hons) Scheme in Fashion & Textiles – Technology



"During your time at ITC, you might come across subjects that make you wonder why they are important. Well, those subjects give you a more holistic view of the textile and design industry. Remember that you may not know which doors will open for you in the future. So, work hard and put your heart into all that you do, and you can look forward to a bright and prosperous future."

↑ Dorothy Yeung
BA (Hons) Scheme in Fashion & Textiles – Knitwear Design & Technology (2018)

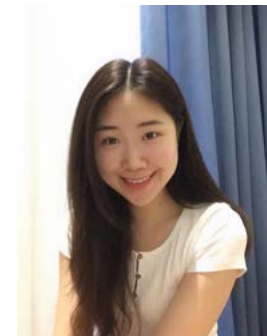


"ITC supports and encourages me to extend my vision globally and enhance my fashion knowledge by taking advantage of internships, overseas exchange opportunities and international competitions. In the summer of 2019, I interned at Lane Crawford China in Shanghai, and worked in the womenswear department. I gained knowledgeable insight and work experience with a luxury brand. The internship has been invaluable for my career path."

↑ Ann Li
BA (Hons) Scheme in Fashion & Textiles – Fashion Retailing

"In this four-year study, you may encounter many obstacles or even dissatisfaction because of the assignments or projects. You may experience your first overnight because of completing a visual merchandising project; you may need to try your best to guide and persuade the needy to complete the design of a garment. But every difficulty you encounter is just for making you become more powerful in the future"

→ Kristine Huang
BA (Hons) Scheme in Fashion & Textiles – Fashion Retailing



"I went on a study exchange to the Amsterdam Fashion Institute and experienced learning in an entirely different design culture and studied different pattern making techniques. The study exchange not only enhanced my technical skills but also helped me to define my own design aesthetics."

← Minnie Lam
BA (Hons) Scheme in Fashion & Textiles – Design

"In my final year, I was honoured to represent PolyU at the Future Retail Challenge of the World Retail Congress held in Amsterdam. The opportunity showed me the global picture of the industry and greatly boosted my self-confidence. No regrets were had during my four-year study at ITC which has allowed me to shine."

→ Charlie Lam
BA (Hons) Scheme in Fashion & Textiles – Design



LEARNING & ACTIVITIES

TEACHING



LOCAL AND OVERSEAS INTERNSHIP



Work-Integrated Education (WIE) is work-based learning experience which takes place in an organisational context relevant to the future profession of a student, or the development of generic skills that will be valuable in that profession. WIE is a mandatory component of the undergraduate curriculum. Its objective is to help students develop a range of valuable generic attributes and apply theories to real-life situations.

ITC offers wide range of local, mainland Chinese and international WIE placements for students' personal and professional

development needs. Besides, to encourage students to take on a meaningful offshore WIE placement, sponsorship and incentives are offered.

1. After eight weeks at On The List, Kelly Ho has improved her communication skills, analytical skills and retail knowledge through hands-on experience.
2. Kiteria Yiu and Kini Wong have experienced retail operations and PR activities at a luxury brand, Montblanc
3. Chan Ka-yu stayed in Chengdu, China, for three months for the



summer internship programme at Lane Crawford (China)

4. Evan Chan, Doris Ting, Kristine Huang and Jose Ho served different departments in Brunello Cucinelli in Solomeo, Milan, Shanghai and Hong Kong
5. Tsang Yuk-wa has gained real-life work experience at Celine during the two-month summer internship programme
6. Tara So joined Newtimes Group as Summer Intern for seven weeks, assisting the product development of several American brands.

FASHION SHOWS

Local and overseas fashion shows serve as the perfect platform for graduating students to showcase their flair and talent to their families, friends, the industry and general public. Having one's own designs on stage is the ultimate goal of all fashion design students, and concludes their university life with an unforgettable and fulfilling experience.



1. PolyU Fashion Show 2022 - Chamberlain Most Promising Idea Award; Scholarship of Creativity; and Lilian Kan Creativity Scholarship by Cady Lee
2. PolyU Intimate Fashion Show 2020 | The collection of Grand Prize – 'Mountainous' by Sally Au
3. Global Sources Fashion HK 2019: Fashion Parade
4. Fashion Express: The Greater Bay Design Parade Fashion Presentation

EXHIBITIONS

ITC provides opportunities for students to participate different fashion exhibitions to demonstrate their creativity in fashion design and build up their confidence. The exhibitions not only provide students with a good platform to develop and express their creativity, but also contribute to inspiring the minds of other students and enables the public to appreciate their effort and talents.

1. ITC Graduation Exhibition 2020, The Fashion Gallery, PolyU
2. Let There Be Light by Sun Young Choi, The Fashion Gallery, PolyU
3. PolyU Knitwear Exhibition 2019, K11 Chi Art Space, Hong Kong
4. Designing Future Techstyle 2019 – Techstyle for Social Good International Exhibition, The Fashion Gallery, PolyU
5. FashionTech Timelapsed by Jackie Leung, Tsai-chun Huang and Sarina Sun, ITC STORE, PolyU

1	3
2	4
	5



FACTORY VISITS & STUDY TOURS

Factory visits and study tours are an integral part of learning at ITC. These activities allow students to gain a better understanding of their future work environment and responsibilities as well as cutting edge industry practices.

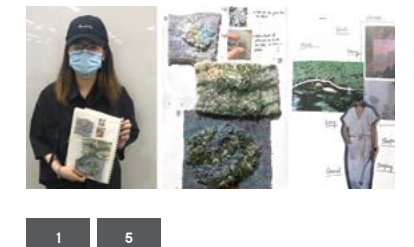
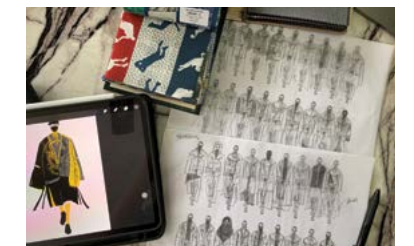
1. Visit to Bogart Lingerie Ltd., Guangzhou, PRC
2. Visit to Speedy Factory, Dongguan, PRC
3. Visit to Crystal Group, Dongguan, PRC
4. Visit to PVH Corp., Amsterdam, The Netherlands

1	3
2	4

LOCAL & INTERNATIONAL COMPETITIONS

Students are provided with invaluable opportunities to participate in local and international competitions. Some of these competitions are available exclusively to ITC students and alumni only, which allow students and alumni to challenge themselves, explore boundaries and expand their horizons.

1. Future Retail Challenge, World Retail Congress 2020 | PolyU Team
2. Champion – Fashion Future Challenge Award 2019 | A team of BA Year 3 and Year 4 students
3. Fenix Group - Overall Best Fashion Film Grand Award - International Student Fashion Film Contest 2021 | Lei Jiang (Royal College of Art, UK). Film title: No-Land
4. "Let's Go Green" woven bag design competition crowns Chu Pak-yin (BA Year 3, 2021) champion
5. Champion - HK Young Designers' Contest 2019 | 'Forgetful Still' by Wilson Yip (BA, 2015)
6. Psy Lau (BA Year 3, 2021) shortlisted at Redress Design Award 2021, with her sustainable fashion collection "A.D.H.D."
7. UPW Knitwear Sustainable Solutions | Tina Ngan (BA Year 3, 2020)



1	5
2	6
3	7
4	

STUDENT EXCHANGE PROGRAMME

The student exchange programme cultivates independence, provides opportunities for problem solving, improves language and interpersonal skills, exposes students to a multicultural environment, and allows students to gain a global perspective and develop international networks. The programme also provides the invaluable opportunity for students to experience other cultures

and learn to appreciate the differences. This credit-bearing programme offers maximum flexibility during undergraduate studies. Students have the option of choosing from nearly 30 partnering universities in the USA, Canada, the UK, France, Germany, etc. to study for one semester without paying extra tuition fee.

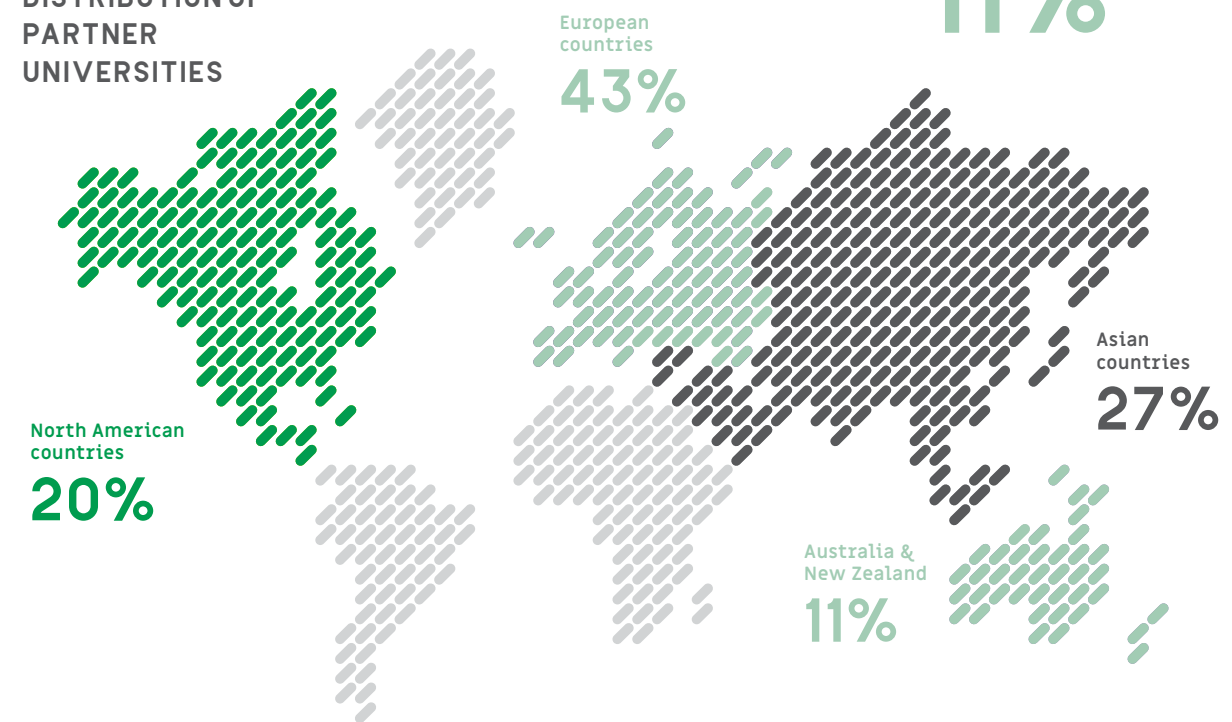


OVER
350

ITC BA students participated in the exchange programme since 2012

FINANCIAL SUPPORT A MAXIMUM OF
HK\$60,000 SCHOLARSHIP

DISTRIBUTION OF
PARTNER
UNIVERSITIES



I shared the knowledge, cultures, interests with other international students and local French students and have become more mature, independent, and sociable.

Ivy, Fashion Technology
(Ecole Nationale Supérieure des Arts et Industries Textiles)

I was inspired by the innovative and cutting-edge ideas and designs in the Netherlands.

Heidi, Fashion Design
(Hogeschool van Amsterdam)

I did learn a lot from the exchange programme especially the British culture and their attitudes to life.

Cherry, Fashion Retailing (London College of Fashion)

I experienced a very different way of studying contour fashion and intimate apparel.

Kayee, Intimate Apparel
(De Montfort University)

The programme provided a great opportunity to improve my communication skills and gained a deeper understanding on the European fashion industry.

Hayley, Fashion Marketing
(The University of Manchester)

TOP DESTINATIONS

USA

33%

UK

33%

SWEDEN

11%

STUDY PATH

**DIPLOMA / A-LEVEL /
IB / OTHER NON-LOCAL
QUALIFICATIONS**

HKDSE
Hong Kong Diploma of Secondary
Education

**ASSOCIATE DEGREE OR
HIGHER DIPLOMA**
in Fashion and Textile Studies
or the equivalent (e.g.
fashion, textiles, design or
merchandising)

**ASSOCIATE DEGREE OR
HIGHER DIPLOMA**
in Engineering, Information
Technology, Media
Communication, Marketing,
Fashion or other related fields of
study

BA (HONOURS) SCHEME IN FASHION & TEXTILES

YEAR
1

YEAR
2

YEAR
3

YEAR
4

BSC (HONOURS) IN DIGITAL FASHION

YEAR
1

YEAR
2

**MA IN FASHION &
TEXTILES
[FASHION
MERCHANDISING]***

**RESEARCH
POSTGRADUATE
PROGRAMMES
(MPhil/PhD)**

**MA IN FASHION &
TEXTILE DESIGN**

**MA IN FASHION &
TEXTILES**

* This programme is jointly offered with
Xi'an Polytechnic University (People's
Republic of China).

BACHELOR OF ARTS (HONOURS) SCHEME IN FASHION & TEXTILES



PROGRAMME CODE

14490

JUPAS CODE

JS3492

STUDY MODE & DURATION

**FULL-TIME,
4 YEARS**
(for HKDSE
and non-JUPAS
applicants)

**FULL-TIME,
2 YEARS**
(for senior year
applicants)

TYPE OF FUNDING

GOVERNMENT-FUNDED

CREDIT REQUIREMENTS

123
(for HKDSE
and non-JUPAS
applicants)

63-75
(for senior year
applicants)*

Language &
Communication
Requirements
(LCR): up to 9
credits

INTAKE NUMBER

92
(for HKDSE
and non-JUPAS
applicants)

170
(for senior year
applicants)

FEE

HK\$42,100
per year

Notes:

* The exact credits required for each AD/HD holder depends on the approved credits transferred. Students not meeting the equivalent standard of the undergraduate degree LCR, based on their previous studies in AD/HD programmes and their academic performance, will be required to take additional credits (6 credits in English and 3 credits in Chinese) on top of the required credits.

PROGRAMME AIM & OBJECTIVE

The general aim of the programme is to train competent professionals for the fashion business in textiles, apparel, retailing, design and related organisations. These professionals will play an active role in the development of the global fashion and textiles industry in local and overseas markets. In addition to their professional competencies, the programme will also cultivate students' other essential competencies, such as entrepreneurship, social media marketing, and business analytics, expanding graduates' skillsets for today's business environment. They will possess personal excellence in leadership, teamwork, healthy lifestyle and lifelong learning; they will become trend leader, innovator, critical thinker and creative problem solvers; they will gain effective communication and interpersonal skills, and have high proficiency in biliteracy and trilingualism; and will become educated global and ethical leaders, promote social and national responsibility, engage in local and international affairs, acts as responsible global citizen, and exhibit cultural and aesthetic appreciation with global perspective.



PROGRAMME STRUCTURE

All students who are admitted with HKDSE results will start the programme with **three** common semesters, in which they will be provided with a foundation of the various primary activities in the fashion and textiles industry. All students, after the common semesters, will be streamed into one of five specialisms according to their individual preference.

In principle, all students are offered a free choice of specialisms. However, subject to the threshold of student number of each specialism, students should submit their order of specialism preferences. For design-related specialisms, students need to go through an interview. Students, who have applied to an oversubscribed specialism, will be placed on a waiting list in accordance with their academic performance in their first year of study, and they will be given their second preference specialism.

In each subsequent semester after admission to a specialism, compulsory core subjects of each specialism will be offered, and a wide range of elective subjects will also be included to enrich the learning experience of students. Furthermore, students will undertake mandatory language and general education subjects as well as take part in the WIE to fulfil the general university requirements.

Students who are admitted via senior year placement will start their specialism study at the time of admission. These students are expected to complete the programme in two years with a maximum registration period of four years.

ON-THE-JOB TRAINING

There are opportunities for industry placements that allow students to gain on-the-job knowledge and workplace experience.

PROFESSIONAL RECOGNITION

Graduates with two years of relevant post-qualification experience can apply for Associateship of the Textile Institute (ATI), UK, and Graduate Membership of the Hong Kong Institution of Textiles and Apparel (GHKITA).

SCHOLARSHIPS

Outstanding admittees who attained an aggregate DSE score of 27 or above for the best five subjects and successfully admitted to this programme will receive a maximum of HK\$35,000 Academic Scholarships.

CAREER PROSPECTS

Graduates have career opportunities in the fashion and textile industries, and related fields such as fashion and textile design; knitwear design; product development; marketing/sales management; buying/merchandising; fashion retailing; social media analytics; luxury brand management; global fashion management; manufacturing/production; and quality and colour control.

PROGRAMME CHARACTERISTICS

Based on desired careers and academic performance, students can pursue studies in one of the following 5 specialisms under the BA Scheme.



TECHNOLOGY

Technology specialism nurture graduates who have sound knowledge of fashion products and production processes; who are able to apply their knowledge within a technical, economic, managerial and commercial context; who are flexible and can adapt and respond to change; and who have the potential to become industrial leaders in product development, process innovation and production management in textiles and apparel in local and global markets.



INTIMATE APPAREL AND ACTIVEWEAR

Design specialism nurture students' creativity and design ability, and this specialism develop their awareness of current and emerging technologies in the fashion and manufacturing environment and to promote an understanding of the supporting marketing and business practices.

DESIGN



The aim of this specialism is to ensure that students have the necessary academic and practical knowledge of intimate apparel and activewear, including the integration of design and technology aspects. It provides students with a supportive and inspiring learning environment to create imaginative designs using analytical and problem-solving abilities. It also encourages students' independent judgement and critical thinking for the new development of intimate apparel and activewear. Students are guided to attain first-hand experience of the latest technologies, modern materials and industrial practice.

KNITWEAR DESIGN AND TECHNOLOGY



This specialism is similar to that of the Design specialism in that it intends to nurture creativity and design ability. In addition to the general education, students also attain the essential knowledge and skills of a knitwear designer.

RETAIL AND MARKETING

This specialism equips students for global fashion business. Students will learn the fundamental management principles, contemporary practices and operational knowledge of global fashion retail and marketing. In particular, it will develop students' skills in defining, analyzing and solving business problems in fashion retail and marketing, from fast to luxury fashion, and from fashion accessories to lifestyle products. Emphasis will be placed on the aspects of fashion sourcing, buying, market research, branding, digital marketing, omni-channel distribution, social media analytics, store management and distribution of fashion products in both local and global contexts. This specialism will ensure that students attain the necessary professional skills to initiate and carry out individual and team research project. Students will also acquire managerial, analytical and problem-solving skills for business from local and overseas internships opportunities.



SELECTED NEW SUBJECTS

PROFESSIONAL ATTACHMENT

Professional Attachment is a 3-credit bearing subject that aims to cultivate all-round students to give them professional competence in the fashion industry. The subject offers global learning experiences through local or overseas study trips or practical training, which provides the grounds for applying practical experience to a future career in the industry. Students will gain international exposure and learn how to solve business-related problems with a global perspective.



Summer Programme at flagship boutique of Brunello Cucinelli in Milan, Italy



Summer Programme at Celine, Hong Kong

SUSTAINABILITY IN FASHION AND TEXTILES



Sustainability in Fashion and Textiles provides an insightful and holistic understanding of sustainability in the fashion and textile industry. Creative approaches are explored to make changes in the lifecycle of textile products, and take into consideration practices for organic and sustainable textiles and clothing, and eco-design. The subject also explores ways to facilitate a sustainability strategy to safeguard and/or enhance the brand value of a fashion company.

SMART TEXTILES FOR WEARABLE APPLICATIONS

Smart Textiles for Wearable Applications focuses on the latest developments in smart textiles and wearable electronics, including the different materials, technologies and products, for wearable applications. Topics include smart fibers and fibrous assemblies, interactive textile devices (textile energy storage devices, photonic fabric displays, textile circuit boards, etc.), and wearable products and systems analyses (thermal regulating and health monitoring garments, I-shoes, wearable phototherapy devices, etc.).



MENSWEAR DESIGN



Menswear Design provides the knowledge and skills that are essential in the fashion industry to develop creative menswear for a global market. The subject specifically provides professional skills to effectively visualize, present and deliver original menswear design concepts in both 2-dimensional and 3-dimensional formats.

OCCASION WEAR DESIGN

Occasion Wear Design teaches professional design process methods that are used by the special occasion wear industry. Students will also learn how to create a coherent design portfolio and a modern design prototype for occasion wear that meet industry standards.

CIRCULAR AND WARP KNITTING FOR FASHION



Circular and Warp Knitting adds to knowledge in knitting techniques, including circular and warp knitting techniques and machineries, to produce three-dimensional knitted items such as socks, gloves and seamless garments.

KNITTED STRUCTURE DESIGN

Knitted Structure Design provides foundation knowledge on knitting techniques and fabrics through hands-on exercises on a V-bed hand knitting machine. Essential elements for the production of knitwear, specifically for the formation of hand knitted fabrics, are discussed, as well as their properties and end-uses.



OMNI-CHANNEL MARKETING AND RETAILING

Omni-channel Marketing and Retailing provides the theoretical and practical perspectives of omni-channel fashion marketing and retailing, and formulates an omni-channel strategy and plan for fashion brands. The subject also explores the latest technologies for developing mobile and social media applications and ways to integrate them with services in physical stores.



LUXURY FASHION MANAGEMENT

Luxury Fashion Management provides an overview of the luxury industry and the brand management process for luxury products from the perspectives of both luxury consumers and the industry. Topics include luxury distribution models, store locations, store concept and design, customer relationship management for luxury consumers, in-store service, brand ethics, etc.



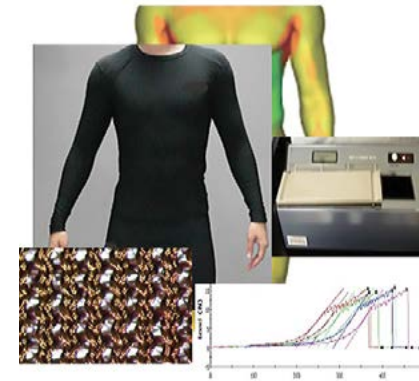
FASHION COMMUNICATION STUDIES

Fashion Communication Studies examines the impact of communication in the fashion business, as well as the mass communication theories and methods that are used for effective business communication in fashion marketing and retailing.



ACTIVWEAR DEVELOPMENT

Activewear Development explores the designing, development and evaluation of activewear to meet the functional requirements for sporting activities as well as industry requirements. Topics include technical design of activewear, activewear materials, prototyping and advances in activewear evaluation.



ADVANCED PERFORMANCE EVALUATION OF FUNCTIONAL APPAREL

Advanced Performance Evaluation of Functional Apparel provides technical knowledge and skills to evaluate the performance of different functional fabrics and apparel products by applying a variety of advanced assessment methodologies, techniques and analysis methods. Problems found in evaluating and analysing the performance of functional apparel are identified in industry practices, and solutions that meet both customer and industry requirements are explored.

FIT SOLUTIONS

Fit Solutions provides advanced knowledge on apparel fit in relation to materials and the structure of the human body, as well as stretch-to-fit concepts, fit diagnosis and essential techniques for pattern amendment to solve fit problems in fashion design and product management.



ENTRANCE REQUIREMENTS

JUPAS APPLICANTS

Admission with HKDSE Qualifications

The minimum admission requirements to the Scheme are in line with the general entrance requirements of the University

HKDSE SUBJECTS	CORE SUBJECTS			
	Chinese Language	English Language	Mathematics	Liberal Studies
LEVEL REQUIREMENT	3	3	2	2

HKDSE SUBJECTS	ELECTIVE SUBJECTS (INCLUDING M1/M2)	
	1 st Elective	2 nd Elective
LEVEL REQUIREMENT	3	3

Notes:

English plus ANY Chemistry/Design related subjects listed below are given the highest weighting for admission score calculation:

- English Language
- Chemistry
- Combined Science: Biology + Chemistry
- Combined Science: Physics + Chemistry
- Design and Applied Technology
- Visual Arts

One relevant Applied Learning subject(s) that can be considered for meeting the University entrance requirement. An attainment at Attained with Distinction (I) level or above / Attained with Distinction (obtained in 2017 or before) is required. Performance of "Attained with Distinction (I)" is comparable to level 3 while "Attained with Distinction (II)" is comparable to level 4 or above of the Category A subjects of the HKDSE.

NON-JUPAS LOCAL APPLICANTS

Applications on basis of A-Level qualifications#

- E in 3 A-Level subjects OR E in 2 A-Level and 2 AS-Level subjects, and
- Satisfying English language requirements stipulated by the University.

Applications on basis of International Baccalaureate (IB)# programme

- A minimum score of 24 with at least grade 4 in 2 Higher Level (HL) subjects, and
- Satisfying English language requirements stipulated by the University.

Applications on basis of other qualifications — required to meet any one of the following requirements

- An appropriate Diploma passed with credit or an appropriate Higher Certificate from a recognised institution;
- An appropriate Associate Degree / Higher Diploma from a recognised institution*;
- Holder of other non-local qualifications (please refer to the Guidelines on Non-Local Qualifications at <http://www51.polyu.edu.hk/eprospectus/ug/international/guidelines-on-non-local-qualifications> for more details) and satisfying English language requirements stipulated by the University.

Applicants with A-Level / IB qualifications, or equivalent, may be awarded a maximum credit transfer of 25% for programme requirements. Each case will be considered based on individual merit.

* Applicants with an Associate Degree / Higher Diploma from recognised institutions who are applying for 1st year admission may be granted a maximum credit transfer of 25% for the credit requirements of a 4-year full-time undergraduate degree programme. For those who are seeking senior year admission to PolyU's degree programmes and follow a reduced curriculum of 60 to 70 credits, please visit <http://www51.polyu.edu.hk/eprospectus/> for more details.

Important:

Please note that the majority of non-JUPAS places are first-year-first-degree (FYFD) places which are primarily intended for admission of school leavers or those who have not yet attained degree qualifications. Applications from those who already have a degree or higher qualifications will only be given consideration under exceptional circumstances.

ENGLISH LANGUAGE REQUIREMENTS

Applicants are required to meet any one of the following requirements:

- Test of English as a Foreign Language (TOEFL) score of 80 or above for the Internet-based test or 550 or above for the paper-based test;
- An overall Band Score of 6 or above in the International English Language Testing System (IELTS);
- Grade C or above in GCEOL English;
- Grade C / 4 or above in GCSE / IGCSE English;
- Grade 4 or above in English at International Baccalaureate (IB);
- Grade E or above in HKASLE Use of English.

HKDSE English is an acceptable alternative for meeting the English language requirements. For applicants applying for admission to Bachelor's Degree Programmes, an attainment at Level 3 or above is required.



Assessment Arrangements for JUPAS Applicants

While all bands of applicants are considered, preference is given to Band A and Band B applicants. Admission to the programme is primarily based on academic merit, plus the following optional supplements.

Applicants are welcome to submit e-portfolios OR personal statements as supplementary information in support of their applications. This supplementary information is optional to all applicants, regardless of their intended future choice of specialism (e.g. fashion design). Detailed arrangements for and requirements of the e-portfolio or personal statement submission are announced to JUPAS applicants via email in June every year. (All students who are admitted with HKDSE results will start the programme with 3 common semesters of foundation training in fashion and textiles, after which they will be streamed into one of five specialisms, including designed related specialisms.)

The department may consider giving bonus scores to applicants with outstanding e-portfolios or personal statements.



INTERNATIONAL QUALIFICATIONS

GCE A-Level / International A-Level

- Passes in 3 A-Level, OR 2 A-Level and 2 AS-Level, subjects
- The above is only the minimum eligibility criteria. Applicants who gain admission, typically, attain at least BBB in 3 A-Level subjects.

International Baccalaureate (IB)

- A minimum score of 24 with at least grade 4 in 2 Higher Level subjects
- The above is only the minimum eligibility criteria. Applicants who gain admission, typically, attain a score of 30 or above, including bonus points.

SAT Reasoning Test/ACT/Advanced Placement Test/SAT Subject Tests

A High School (Graduation) Diploma (non-Chinese curriculum) and any one of the following:

- a total score of 1190 in the SAT Reasoning Test; or
- an American College Test (ACT) composite score of 24; and
- grade 3 in two Advanced Placement (AP) subjects; or
- a score of 600 in two SAT Subject Tests
- [English language requirement is waived for those attaining a score of 590 in the Evidence-based Reading and Writing in the SAT]

NATIONAL / REGIONAL QUALIFICATIONS

Taiwan

- General Scholastic Ability Test (GSAT) [應屆台灣學科能力測驗成績 (學測)] or
- Advanced Subjects Test (AST) [指定科目考試 (指考)] with Top percentile (頂標) in four subjects
- English language requirement is waived for those attaining the top percentile in English in GSAT or getting a pass at High Intermediate level in General English Proficiency Test.

Singapore

- Singapore-Cambridge GCE Advanced Level, or equivalent, with passes in 3 H2, OR 2 H2 and 2 H1, subjects; or
- Diploma from Ngee Ann, Nanyang, Republic, Singapore, or Temasek Polytechnic
- English language requirement is waived for those attaining Grade C in H1 General Paper in Singapore-Cambridge GCE Advanced Level.

Malaysia

- Passes in 3 subjects in Sijil Tinggi Persekolahan Malaysia (STPM), other than the language subjects; or
- B6 or above in 6 subjects in the Unified Examination Certificate (UEC)
- English language requirement is waived for those attaining C in SPM English, B4 in UEC English or Band 4 in Malaysian University English Test.

NON-JUPAS LOCAL SENIOR YEAR APPLICANTS

An Associate Degree or a Higher Diploma in Fashion and Textile Studies, or the equivalent (e.g. fashion, textiles, design or merchandising) is required.

BACHELOR OF SCIENCE (HONOURS) IN DIGITAL FASHION

PROGRAMME CODE

14404

STUDY MODE & DURATION

FULL-TIME, 2 YEARS

TYPE OF FUNDING

GOVERNMENT-FUNDED

CREDIT REQUIREMENTS

60

(plus 0-9 LCR credits, subject to student's language proficiency level or relevant training received in the sub-degree studies)

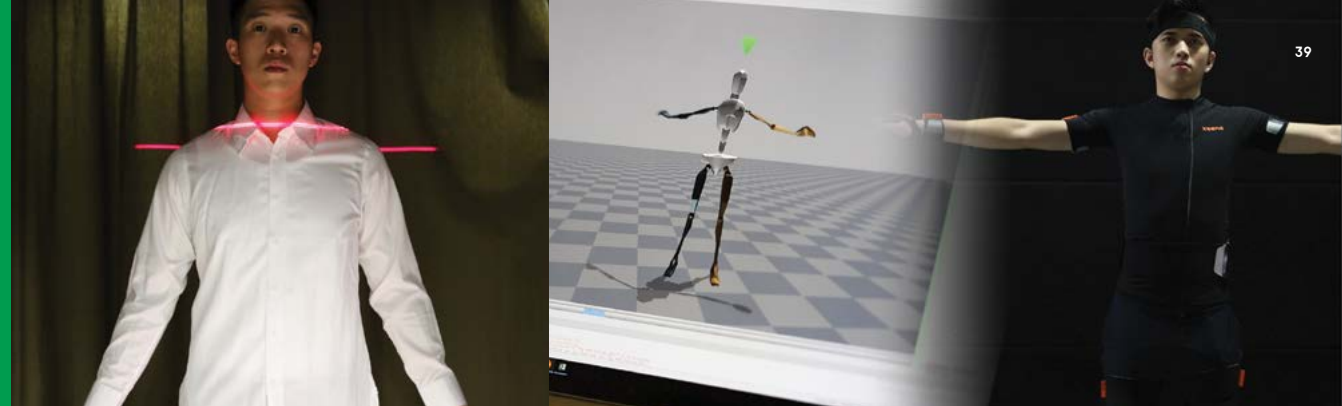
INTAKE NUMBER

30

FEE

HK\$42,100
per year

Learn more:



PROGRAMME AIMS

In the digital era, young generations are highly reliant on social media, the Internet and smartphones in every area of life, resulting in drastic changes in consumer behaviours. Digital technologies are transforming every stage of the fashion industry, from concept design to clothing rail. As an international fashion design hub, Hong Kong is in need of young talents with strong digital skills to drive efficiency and innovation for the evolving fashion business.

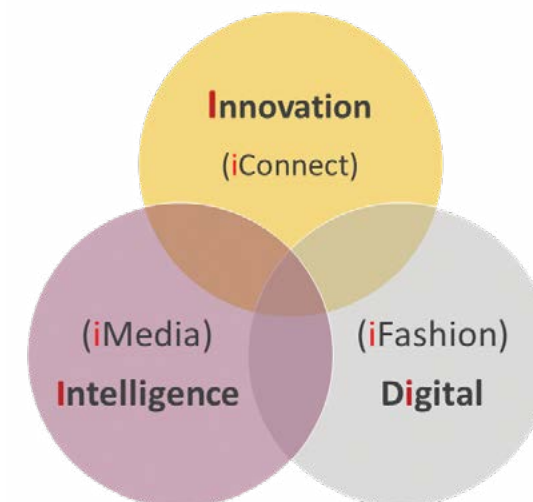
In response to the changing consumer landscape and to fulfil the developmental needs of the fashion industry, this programme aims to impart students with solid and holistic knowledge of new emerging technologies and digital fashion, innovative marketing/business strategies and plans. It also equips students with advanced digital skills in fashion product development, media communication and business development in the digital era. Graduates can pursue a variety of careers in the fashion industry and related areas, such as specialist/professional creative content marketing, digital media, creative/corporate communications, and business strategies and transformation for fashion brands.

PROGRAMME CHARACTERISTICS

The programme is a 2-year multidisciplinary full-time top-up degree programme.

This programme is characterized by 3*is*: *iFashion*, *iMedia* and *iConnect*, clustering subjects in three areas, training students up with three distinct sets of skills, namely, advanced digital skills for fashion creation (*iFashion*), advanced digital skills for fashion media communication and market analytics (*iMedia*) and the ability to connect fashion and textile processes and emerging technologies for product and business innovation (*iConnect*). Students are equipped with these 3*is* upon successful completion of the programme.

The programme emphasises both theory and practice. **Problem-based/project-based teaching** is the key approach to programme delivery: the programme is integrated with Capstone Projects that require students to apply the skills they have learned to solve real business problems in the fashion industry. Furthermore, a wide range of elective subjects are included in the curriculum to help students with different academic backgrounds to achieve the intended learning outcomes, through well-designed study pathways with a broad knowledge spectrum.



PROGRAMME STRUCTURE

Each student is required to earn a minimum of 60 credits plus 0-9 credits for the Language and Communication Requirements (LCR)* for graduation. In addition to meeting the General University Requirements (GUR), students are required to complete 51 credits of Discipline-Specific Requirement (DSR) subjects, including elective subjects and a Capstone Project.

	Credits	
General University Requirements (GUR)		
• Language & Communication Requirement (LCR)*	0-9	
• Cluster Area Requirements (CAR)	6	
• Service-learning (SL)	3	
Discipline-specific Requirements (DSR)	51	* Subject to student's language proficiency level or relevant training received in sub-degree studies
Total	60-69	

A total of 51 credits of DSR subjects are provided in the curriculum, and the DSR subjects are categorised and grouped into 3 areas of *iFashion*, *iMedia*, and *iConnect*. Students are trained with advanced digital skills for fashion creation (*iFashion*) and media communication (*iMedia*) as well as enable them to connect fashion & textile processes with emerging technologies for product and business innovation (*iConnect*).

Problem-based or project-based teaching is the key approach for the programme delivery. The programme involves 12 credits capstone project related training that students will apply their learned skills to solve real business problems in fashion industry.

A large variety of elective subjects (over 15 elective subjects at different levels) and different study pathways are designed for students with different academic backgrounds.



ENTRANCE REQUIREMENTS

Applications are welcome from holders of Associate Degrees or Higher Diplomas, or the equivalent, in the following, and related, fields of study:

- Engineering
- Information technology
- Media communication
- Fashion
- Marketing

ENTRY SCHOLARSHIPS

An entry scholarship is set up by the Vincent & Lily Woo Trust to award students with outstanding academic performances and/or other leadership achievements.

ENHANCED LEARNING EXPERIENCE

The programme is structured to maximise students' opportunities to take part in various learning activities for an enriched learning experience

Student Exchange Programme – Benefiting from the ITC's well-established academic exchange partnerships, students can enrol in a credit bearing student exchange programme at a selected partner university in semester 2 of their first year of study. Credits earned overseas can be counted toward PolyU's graduation requirements (depending on subject relevancy and approval of credit transfer). Leading academic partners of the ITC include Cornell University, North Carolina State University, the Fashion Institute of Technology, London College of Fashion, and Manchester University.

Internships – Each year, the ITC works with well-known local and overseas fashion firms to offer students well-structured and project-based internship training.

CAREER PROSPECTS

Graduates possess strong skills in digital media communication and the development of innovative business models/strategies, giving them excellent career prospects. They can choose to work either in the fashion industry or in supporting sectors such as media, advertising and promotion, marketing, and IT solution provision. They can take up roles such as the following:

- App designers
- Creative artists
- Creative developers
- Creative technologists
- Digital account executives
- Digital/graphic designers
- Digital designers/editors
- Digital entrepreneurs
- Digital product managers
- Digital product technologists
- Digital strategists
- Front-end developers
- Game/character designers
- Image stylists
- Interactive designers
- IoT/smart product developers
- Photographers
- PR/online coordinators
- Social media managers
- UX developers
- Videographers
- Web developers

PROFESSIONAL RECOGNITION

Fresh Graduates can apply for Graduate Membership of the Hong Kong Institution of Textile and Apparel (GHKITA). Graduates with 2 years of relevant post-qualification experience can apply for Associateship of the Textile Institute (ATI), UK, and Membership of the Hong Kong Institution of Textile and Apparel (MHKITA).



SOME SELECTED SUBJECTS

iProject

Capstone Project I (ITC433PC)

Capstone Project II (ITC443PC)

Capstone Project and Dissertation Preparation (ITC321PC)

Fashion Product Ideation and Development (ITC313XC)

UX Design for Fashion (ITC329XE)

Mobile App Design for Fashion (ITC446XE)



iConnect

Photography and Digital Presentations (ITC212MC)

Social Media and Fashion Journalism (ITC314MC)

Video Production and Interactive Presentation (ITC332MC)

Digital Marketing and Data Analytics (ITC342MC)

Consumer Relationship Marketing & Management (ITC328ME)

Business Intelligence and Analytics for Fashion (ITC426ME)



iMedia

Digital Product Creation (ITC211FC)

3D CAD Pattern on Ladies Wear (ITC331FC)

Advanced 3D Pattern on Sportswear (ITC441FC)



iFashion

PHOTOGRAPHY AND DIGITAL PRESENTATIONS (ITC212MC)

This subject offers student a chance to discover ability for digital presentation in design, fashion and textiles industry. This is a creation path, which provides student with essential knowledge of CAD systems and targets to integrate technology or tools to guide extraordinary ranges in developing digital presentation particularly for international fashion, design or marketing industry. The subject also enables student to perceive special methodologies and equipment of designing digital presentations as well as applying appropriate virtual medium for the technology of design ideas.



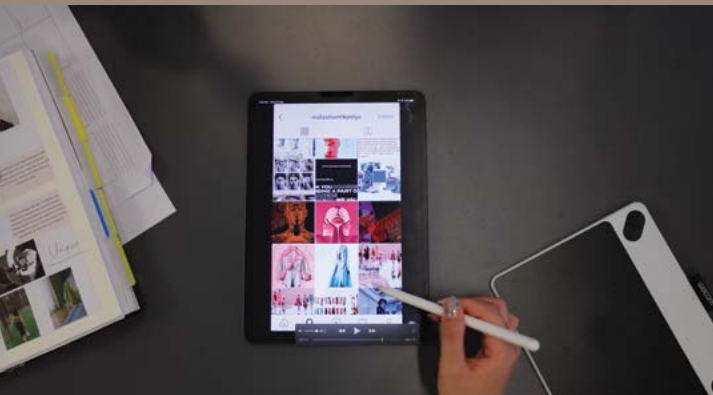
DIGITAL MARKETING AND DATA ANALYTICS (ITC342MC)

The subject develops understanding of the theory and foundations of digital marketing analytics and provides experience of the application of using of digital data in communication planning and design. It prepares student to be effective marketing leaders in a landscape that involves digital initiatives and data. Student will learn to evaluate different analytics approaches and will gain hands-on practice gathering and analyzing large digital data sets containing both structured and unstructured data.



SOCIAL MEDIA AND FASHION JOURNALISM (ITC314MC)

The subject gives an overview of social media marketing and fashion journalism necessary to create a comprehensive social media marketing plan. It provides student with knowledge and skills to leverage social media and network to support business operations including marketing and strategy development. Student will be trained via project work writing skills on commercially savvy and fashion alert quality contents.



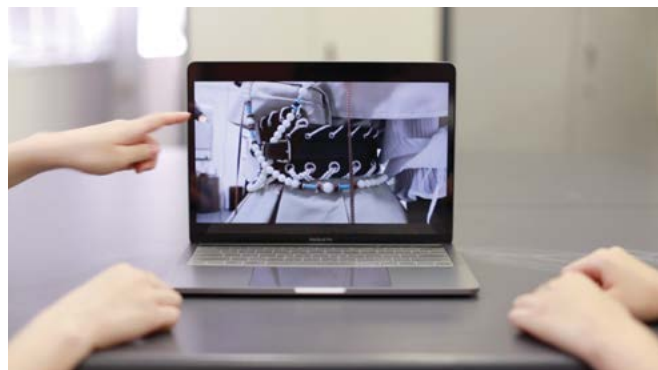
CONSUMER RELATIONSHIP MARKETING & MANAGEMENT (ITC328ME)

The subject emphasizes the importance of customer relationships. It teaches the basic principles involved in managing customer relationships. Student will gain the knowledge of key concepts, technologies and best practices of CRM, as well as the recent developments in CRM usage in the social media. They will be trained to incorporate new media in the marketing mix and develop a social media enabled strategy and marketing plan via projects.



VIDEO PRODUCTION AND INTERACTIVE PRESENTATION (ITC332MC)

The subject provides an introduction and application of technology in digital video production. It initiates the role of digital video become an important communication medium and use for marketing purposes. It also trains the knowledge and skills of producing digital video and the editing tools.



BUSINESS INTELLIGENCE AND ANALYTICS FOR FASHION (ITC426ME)

The subject gives an overview of the major concepts of business intelligence and data mining. Student will have the knowledge about how to provide business solution using business intelligence techniques and the roles that software tools and applications play in business intelligence and data mining. It also gives student an overall understanding on the best practices for building business intelligence projects successfully for fashion related application.



DIGITAL PRODUCT CREATION (ITC211FC)

The subject provides the foundation knowledge of fashion concepts, apparel pattern design. Student will learn the basic techniques and processes in patterns design, use of 3D body scanning equipment, basic blocks for different garment types, the technique of using CAD in pattern construction and style alternation/modifications, and use of CAD tools for grading and marker planning.



3D CAD PATTERN ON LADIES WEAR (ITC331FC)

Students will learn to apply cutting edge 3D CAD solution to design pattern and assemble virtually to create well-fitting 3D garments. It focuses on ladies wear designs with complex details, covering all stages of fashion development including avatar customization, clothing simulation, virtual fitting and virtual catwalk. Different techniques (pivoting, darting, pleating, truing, layering, fitting, and smocking) will be covered to create different 3D outfits.



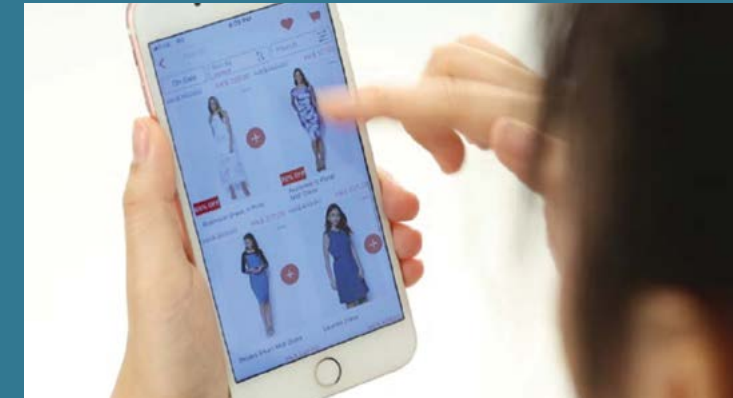
ADVANCED 3D PATTERN ON SPORTSWEAR (ITC441FC)

Students will develop a collection of functional activewear/sportswear using the most advanced design and communication software. Students can create the most complex 2D patterns and designs and convert them into 3D garment renderings that depict actual fit and patterns flaws. The resulting 3D garments are a true-to-life garment prototypes that can be taken straight to production. Students are given the chance to create new applicants by experimenting and integrating various 3D tools.



MOBILE APP DESIGN FOR FASHION (ITC446XE)

The subject provides the knowledge and skills for analysis, design, and operation of mobile business applications for business improvements and innovations which fashion retailers and brands nowadays are investing heavily to develop. In this subject, student will be exposed to various mobile business applications in various business sectors.



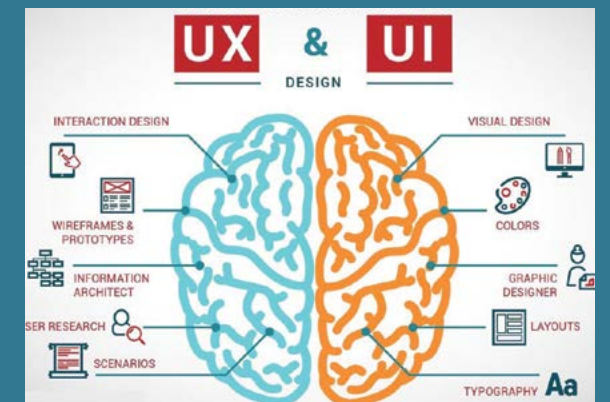
FASHION PRODUCT IDEATION AND DEVELOPMENT (ITC313XC)

The subject offers student an opportunity to develop a product line for specific project relative to fashion and merchandising, with reference to target markets. It aims to adopt technology and using appropriate applications in whole process of fashion product development covering trend research, proposal development and line planning for a fashion products, fabrics and materials sourcing, costing and technical specification, etc.



UX DESIGN FOR FASHION (ITC329XE)

The subject provides a fundamental set of concepts and tooling to help student practicing people-centric design for digital products. Student will have opportunities to work together to build simple apps, perform UX research and apply insights across platforms, as well as to work on the personal portfolio project at the end of the course.



CAPSTONE PROJECT AND DISSERTATION PREPARATION (ITC321PC)

The subject orientates student toward their final year capstone project(s) and develops their ability in planning and management the projects. It covers various kinds of research methodology, teamwork, time management, and specifically reinforces the language use of both Chinese and English in writing project proposal and thesis.



CAPSTONE PROJECT I (ITC433PC)

It is a 3-credit bearing subject to give students an introduction on producing the capstone project. Students are expected to demonstrate their ability, knowledge and skills learned in previous study through this industry collaborative project. Student will attempt to design a professional promotion package beneficial to an existing organization, industry, fashion product / brand; which could be a fashion film, fashion magazine, fashion promotional package and fashion website etc. Students will be geared up for the digital challenge ahead, have better knowledge of industrial practices, and appreciate the demands placed on graduates in this dynamic industry.



CAPSTONE PROJECT II (ITC443PC)

This 5-credit bearing subject is research-based, process-oriented and production-based. It provides student with a platform to demonstrate their ability to integrate computing and creative knowledge they have acquired in other preceding and concurrent courses of study and the application of good team building, management, communication, and presentation skills. Students will develop new digital product collection for creative media or digital entertainment and have a trial release in form of student competition.



Important:
This booklet was compiled in September 2021.
Applicants are advised to visit
Study@PolyU website
www.polyu.edu.hk/study
for the most current information.

© 2021 Institute of Textiles and Clothing,
The Hong Kong Polytechnic University



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

UNDERGRADUATE
PROGRAMMES



INSTITUTE OF TEXTILES & CLOTHING
紡織及服裝學系

Room QT715, 7/F., Core T
The Hong Kong Polytechnic University
Hung Hom, Kowloon, Hong Kong

W www.polyu.edu.hk/itc
T +852 2766 6500
F +852 2773 1432
E tcgeneral@polyu.edu.hk

PolyUFashion PolyU ITC polyuitc #PolyUFashion

2022/2023
ADMISSION