

PROGRAMME AIMS

In the digital era, young generations are highly reliant on social media, internet and smartphones in every aspect of life, resulting in a drastic change in consumer behaviours. Likewise, digital technologies are transforming the fashion industry's capacity in every stage of fashion from concept design to clothing rail. Hong Kong as an International Fashion Design Hub is in need of young talents with strong digital skills to drive efficiency and innovation for the evolving fashion business industry. To cope with the changing consumer landscape and to fulfil the developmental needs of the fashion industry, this programme aims to impart students with a solid and holistic knowledge of new emerging technologies and digital fashion, innovative marketing/business strategies and plans. It will also equip students with advanced digital skills for fashion product development, media communication and business development in the digital era. Graduates would be able to pursue a variety of career in the fashion and related industry such as a specialist/professional in creative content marketing, digital media, creative/corporate communications, and business strategy and transformation for fashion brands.

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).

ENTRY SCHOLARSHIPS

An entrance scholarship is set up by the Vincent & Lily Woo Trust to award students with outstanding academic performance joining the programme.



INSTITUTE OF TEXTILES & CLOTHING
紡織及服裝學系

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ENTRANCE REQUIREMENTS

Senior Year Places Applicants

Applications are welcome from holders of an Associate Degree or a Higher Diploma, or the equivalent, in the following fields of study:

- Engineering
- Information Technology
- Media Communication
- Fashion
- Marketing

CAREER PROSPECTS

Graduates who have been trained up with strong digital skills in media communication and creative minds for innovative business models/strategies have excellent career prospectus. Our graduates can choose to work not only for the fashion industry but also for other supporting sectors like the media, advertising and promotion, marketing, IT solution providers, in various capacities.

Learn more:



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



INSTITUTE OF
TEXTILES AND
CLOTHING

BACHELOR OF SCIENCE (HONOURS)
IN DIGITAL FASHION

2022/23
ADMISSION



PROGRAMME CODE

14404

BACHELOR OF SCIENCE (HONOURS) IN DIGITAL FASHION

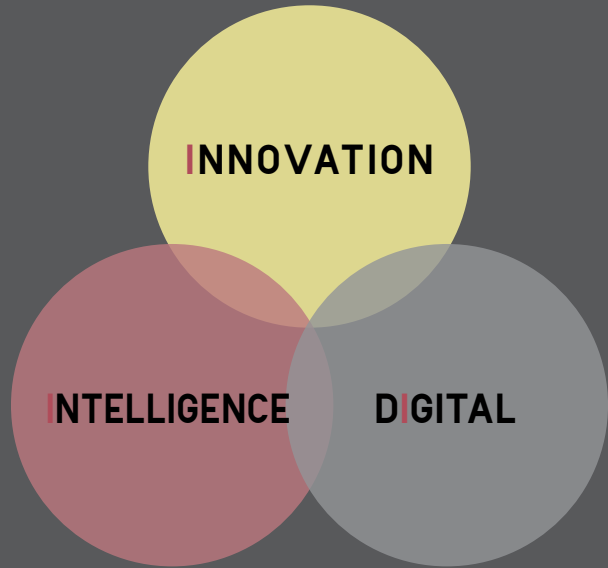
STUDY MODE & DURATION
FULL-TIME, 2 YEARS

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

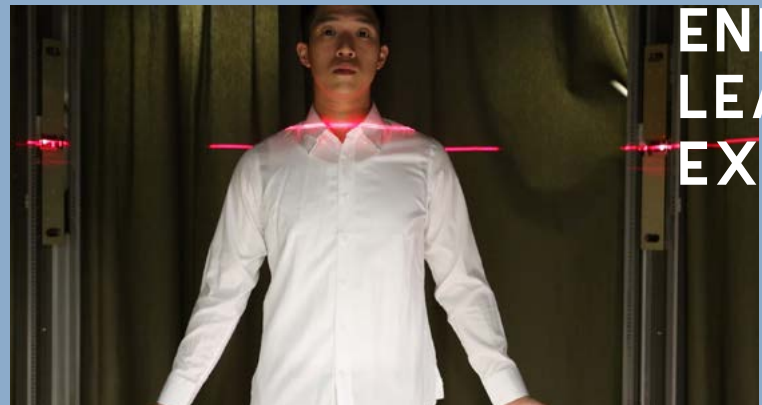
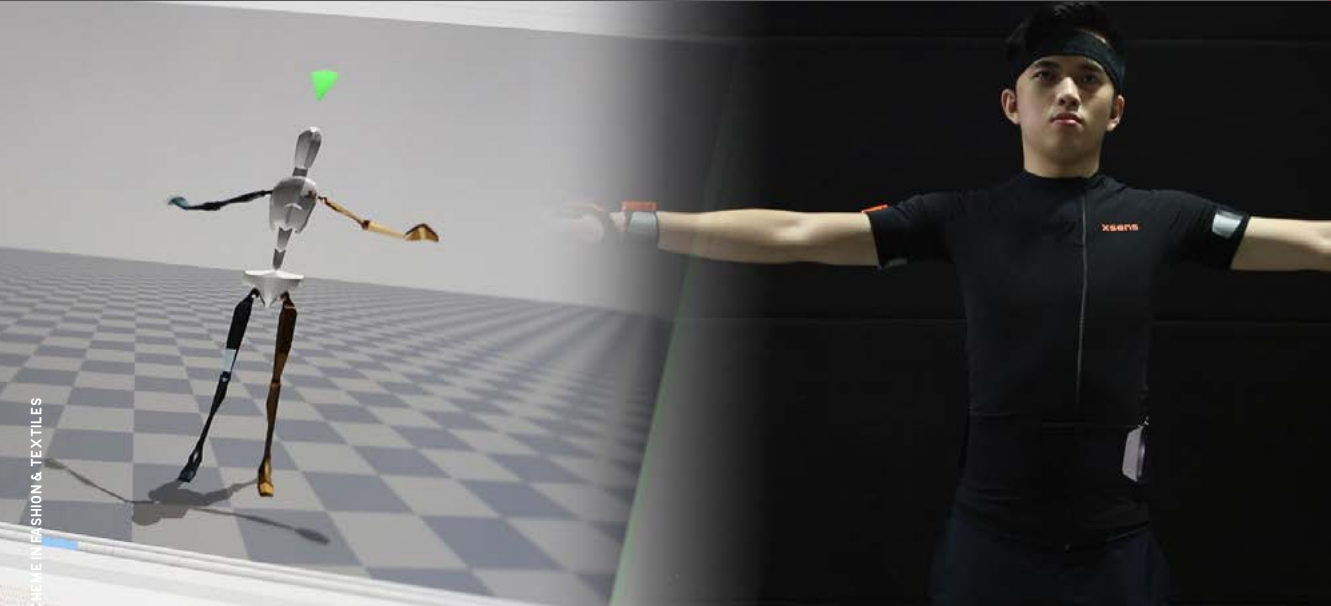
FEE
HK\$42,100
per year



PROGRAMME CHARACTERISTICS

This programme is characterized by 3i: iFashion, iMedia and iConnect, clustering subjects in 3 areas, training students with three distinctive attributes, viz. advanced digital skills for fashion creation (iFashion), advanced digital skills for fashion media communication & market analytics (iMedia) and the ability to connect fashion & textile processes and emerging technologies for product and business innovation (iConnect). Student will be equipped with the 3i upon successful completion of the programme.

The programme also places emphasis on both theory and practice. Problem-based or project-based teaching is the key approach for the programme delivery, where the programme is integrated with capstone projects that students are required to apply the learned skills to solve real business problems in fashion industry. Furthermore, a wide range of elective subjects are included in the curriculum to help students with different academic backgrounds to achieve the indented learning outcomes with well-designed study pathways with broadened knowledge spectrum.



ENHANCED LEARNING EXPERIENCE

The programme is well structured so as to maximise students' opportunities to take part in different learning activities for an enriched learning experience.

- Student Exchange Programme – Taking advantage of ITC's well-established academic exchange partnership, students can participate in credit bearing student exchange programme at their selected partner university in semester 2 of their first year of study. The credit earned overseas can be counted toward PolyU to fulfill graduation requirements (depending on the subject relevancy and approval of credit transfer). Leading academic partners of ITC includes Cornell University, North Carolina State University, Fashion Institute of Technology, London College of Fashion, Manchester University and so forth.
- Internship – Each year, ITC will work with local and overseas well-known fashion firms to offer students well-structured and project-based internship trainings.

Notes:
* The exact number of credits required will depend on the number of approved transfer credits.
**Apart from meeting the credit requirements for graduation, senior year students who do not meet the equivalent standards of the Undergraduate Degree LCR based on their previous studies in AD/HD programmes and their academic performance will be required to take 9 more credits (i.e. 6 credits in English and 3 credits in Chinese) on top of the required credits.