

## Faculty of Business stages Career Expo

A total of 14 renowned business corporations and professional bodies took part in the Career Expo jointly organized by the Faculty of Business (FB) and its Students' Association on campus from 28 to 29 October.

The participating corporations included SG Private Banking, Deloitte Touche Tohmatsu, PCCW, Jepsen & Co Ltd and the Institute of Financial Planners of Hong Kong.

Themed "Pathway to Success", the exhibition served as a platform for students to better understand the latest developments and career opportunities in different industries.

Addressing the opening ceremony of the Expo, Prof. Judy Tsui, PolyU Associate Vice President and Dean of FB said, "I sincerely thank the participating companies and organizations for their support to our students and the event, which is particularly



cherished under the current economic situation. I also applaud the Faculty of Business Students' Association for its demonstration of leadership in organizing the Expo. The event will no doubt facilitate our students to set off earlier on their path to success."

Apart from exhibition booths where corporations and professional bodies provided industry and career information,



company talks and seminars were also conducted.

## Honour for young engineering talents

A team of three mechanical engineering students of PolyU recently won the First Runner-up in the Student Design Competition organized by the American Society of Mechanical Engineers (ASME). It is the first time that a team from Asia snatches top honour in the international competition.

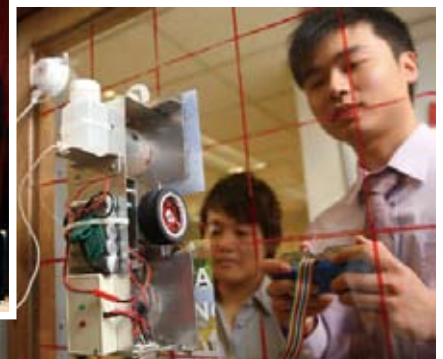
The Competition aims to showcase the extraordinary talents of mechanical engineering students while encouraging the development of innovative ideas towards an improved quality of life. This year, the students were requested to design and build a robot which can wash a window pane autonomously. The robot should be able to operate under remote control and clean both sides of a window. It is expected to be of help to many homeowners, especially those with mobility problems.

Led by academic advisor Ir Lo Kok-keung of the Department of Mechanical Engineering, the PolyU team had advanced to the final round amidst fierce competition in the regional contest, which covered nearly all non-US territories and regions, including teams sent forth by universities in Japan, South Korea,

Singapore, Taiwan, Malaysia, New Zealand, India, and Australia. They then competed against 12 teams from different parts of the US and Canada at the final competition, which took place at the ASME International Mechanical Engineering Congress and Exposition in Boston.



(From left) Miss Kwok Kah-yan, Miss Lam So-wah, Mr Lin Wing-kit and Ir Lo Kok-keung



The robot at work



## Venturing into the World of Design

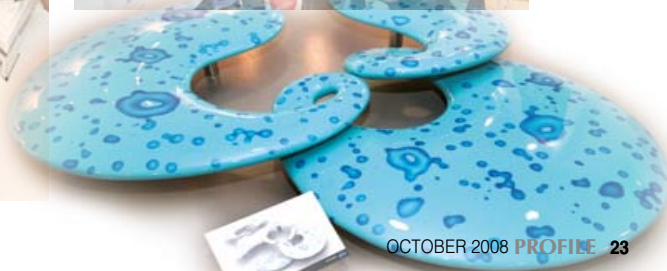
**M**s Alice Mak Ka-pik (right, above picture), Creator of McMug and alumna of PolyU's School of Design (SD); and Prof. Lorraine Justice (left), Director of SD, jointly kicked off the School's Annual Show at a ceremony held earlier on at the InnoCentre.

Themed "Eyes Wide Open", the Annual Show displayed the creative works of the latest cohort of graduates in Advertising, Environment and Interior, Industrial and Product, Multimedia, and Visual Communications Design. They are

the works of graduates from SD's Bachelor of Arts (Honours) in Design, Higher Diploma in Multimedia Design and Technology, Higher Diploma in Product Innovation Technologies, and Hong Kong Community College's Associate in Design programmes. More than 300 projects were showcased, including individual projects and industry collaborative projects with APM shopping mall, Airport Authority Hong Kong, Boys' and Girls' Clubs Association of Hong Kong.

Speaking at the opening ceremony, Prof. Justice said, "The Show displays students' final year projects which demonstrate their creativity and passion for design. They have spent nearly a year to work on the projects, starting from market research, generation of ideas to putting them into a product."

"I wish that the audience, and employers in particular, would see the uniqueness, originality, aestheticism, craftsmanship and functionality from the works of our students."



# Design Month

18 September to 31 October



"I do believe good design can make people's lives better in many aspects, whether it is a product, environment, service or digital communication. Students have a chance to change their world through a good design education," Prof. Justice said.

Hailed as "a leader with vision and humanity" by the panel of judges, Prof. Justice has recently been bestowed with the Education Award by the Industrial Designers Society of America. Under her leadership, the School of Design continues to uphold its responsibility in promoting design education.

To explore the boundless dimensions in the world of design, the School organized a wide array of activities on- and off-campus, during the "Design Month". Themed "Transitions", the event aimed to encourage people to step out of their comfort zone to realize their untapped potentials and explore something new. Activities ranged from inspiring international design conferences, lecture series, exhibitions, workshops, to special featured open house, graduation show and parents' night.

A highlight was the "Advancing by Design Exhibition and Workshops" which showcased innovative creations of SD academics

and students including the award-winning "SizeChina" by Mr Roger Ball, Associate Professor and "Chinese Chess for the Visually Impaired" by Prof. Michael Siu; "Music Wall" by Ms Catherine Hu, Associate Professor; and "Multi-touch Table" by Dr Clifford Choy, Assistant Professor.

Another important event was "The Sixth Design and Emotion Conference", with international and cross-disciplinary experts gathering to explore the multifaceted emotional impact in design science under the theme "Dare to Desire". Among the world-renowned keynote speakers were Dr Donald Norman of Nielsen Norman Group in the US and Mr Raman Hui, Director of "Shrek Three".

Partnered with Federations of Parent-Teacher Associations of different districts, SD also organized a special Parents' Night during which design professionals shared with senior secondary school students and their parents the design education offered at PolyU and the career prospects in the design industry. The sharing by designer parent Mr Winnif Pang, Chairman of the Hong Kong Designers Association, and his son, also a design student currently, provided insights into the study of design. ❖





# Fashion design graduates take centre stage

Last summer was a fashion-filled season at PolyU. Graduating students of the Institute of Textiles and Clothing (ITC) staged four spectacular fashion shows to demonstrate their creative flair and talents.

The first show of the year, also the first Knitwear Show of ITC, displayed the knitwear outfits designed by 13 graduating students. The launch of the Knitwear Fashion Show has not only furthered the collaboration between the industry and the Institute, but also paved the way for the launch of a new study stream – “Knitwear Design and Technology” in its Bachelor of Arts (Hons) Scheme in Fashion and Textiles programme in the academic year 2008/09.

Another eye-catching show was the annual graduation fashion show. Twenty-four graduating students of the BA (Hons) Scheme in Fashion and Textiles and the Higher Diploma Scheme in Fashion and Textile Studies showcased their innovative works and competed for 14 awards sponsored by industry partners.

Lane Crawford, the sponsor of the Most Promising Young Talents Awards, hosted a month-long exhibition at its ifc mall to show off the designs of 12 outstanding graduates. A collaboration between Lane Crawford and ITC, the exhibition has been organized for the third year to honour and support Hong Kong's budding fashion design talents.

**Mr Erik Tam Ka-yung**

- Second Runner-up
- Best Application of Technology Award



**Miss Sherry Kwok Wai-shan**

- The Overall Grand Award
- Most Promising Young Talent Award (2nd Runner-up)
- SAGA Travelling Scholarship



Lane Crawford Exhibition



**Miss Carrie Wu Yuk-kei**

- First Runner-up



BA/Higher



**Miss Jessica Lo Chui-ying**

- Most Promising Young Talent Award (1st Runner-up)
- Outstanding Menswear Award



**Miss Phoebe Wong Yu-ming**

- Woolmark Platinum Award



**Miss Winnie Ng Yan-ye**

- HKFDA Creativity Award



**Miss Nook Chung Ching-mei**

- Flinders Merino & AWI Award



**Mr Matt Hui Yip-ling**

- Most Promising Young Talent Award (Champion)

**Miss Tina Wong Wing-lam**

- Best Marketability Award
- Best Accessorised Collection Award

Selected Knitwear Outfits

Diploma Graduation Show



The fashion extravaganza came to an exciting close after the Master of Arts Graduation Fashion Show held on 8 July, the first day of Hong Kong Fashion Week (Spring/Summer). Among all 27 graduates, 12 were selected to present a collection of six outfits designed under their freely-chosen themes, demonstrating their innovation and creativity inspired by their vision. ❖



## MA Graduation Show

