



## Introduction

### Incubate your way to creative ideas

The PolyU Design Hatch Awards: A Unique Design Incubation Programme for Hong Kong's Secondary School Students

Unleash your creativity and collaborate with like-minded schoolmates by entering the PolyU Design Hatch Awards, an exciting design incubation and award programme open to all secondary school students in Hong Kong. It's the perfect opportunity for young creative minds from diverse academic backgrounds — be it STEM enthusiasts, economists, artists, or designers - to come together, learn, and challenge their creative thinking.

## Theme: Hong Kong's Rural Culture

### Details

Are you passionate about design and keen on preserving Hong Kong's rich rural culture? Join us in celebrating the unique traditions, folklore, and craftsmanship that make Hong Kong's rural culture so special through this exciting design competition!

The theme of this competition is "Hong Kong's Rural Culture". We invite students to create innovative and impactful designs that showcase the beauty, history, and significance of Hong Kong's rural communities. Whether it's through landscape and environmental design, graphic design, service design, product design, UI/UX/App design, AI or any other medium, your work should reflect the essence of rural life, protect its legacy, and inspire future generations to cherish and preserve it.

### First Round

Under the common brief above, participants are invited to submit their relevant works during First Round.

Don't miss this incredible opportunity to grow as a designer and potentially become the next generation of innovative problem identifiers and solvers. Team up with fellow students and embark on an innovative journey. Get your teacher's nomination to enter the awards and let your creativity soar!

**\*Submission format could be found below.**

### Final Round

Participants who are shortlisted will advance to Final Round, where they will take part in an exclusive 2-day Hatch Programme. The Programme is packed with engaging activities such as tutorials, lectures, and workshops designed to help participants develop a comprehensive understanding of design and acquire essential skills to improve their design proposals. This immersive experience culminates in a final presentation with prototypes, where participants have the chance to showcase their newly honed abilities and creative concepts.

### Enquiry

If you have questions, get in touch with us.  
Tel: 2766 5436 / 3400 3439  
Email: hatch@polyu.edu.hk

Website:  
<https://www.polyudesignhatch.com>  
Follow @polyudesignug on Instagram for  
the latest updates!



# Application

## Eligibility

- The Awards is open to all Local and International Secondary Schools in Hong Kong.
- The Awards is open to all local secondary school or local international school students in the academic year of 2024/25. Secondary 1 to 6 / Grade 7 to 12 / Year 8 to 13, or equivalent.
- Each school is allowed to register with no repeat on combinations of students for each team (each student can only submit ONE application).
- No limit on the number of students to join the Awards.

## Team Formation

- Students can join either as a group of TWO to THREE from the same school or solo participation (ONE-MAN TEAM).
- One student can only join one team.

## Registration

- Registration for the Hatch & Share: Insight Lecture is due by 2 March 2025 23:59 (HK Time).
- Application & submission deadline for the First Round on 25 March 2025 23:00 (HK Time).
- Registration is free-of-charge.
- Once registered, no change of team members is allowed.
- Once application is submitted, it means that the participating team understands and agrees to the terms and conditions of the Awards.
- Any late applications will not be accepted.

## Timeline

2 Mar 2025 (Sun) 23:59 HKT	Hatch & Share: Insight Lecture registration deadline
4 Mar 2025 (Tue)	Hatch & Share: Insight Lecture
25 Mar 2025 (Tue) 23:00 HKT	First Round registration & submission deadline
3 Apr 2025 (Thu)	Shortlist announced for Final Round
12 Apr 2025 & 19 Apr 2025 (Sat)	2-day Hatch Programme for finalists
19 May 2025 (Mon) 23:00 HKT	Final online submission deadline
24 May 2025 (Sat)	Final Presentation & Prize Presentation Ceremony

## Judging Panel

The judging panel is formed by representatives from The Hong Kong Polytechnic University and design industry.

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## Submission Briefs

### First Round Submission

The participating team is required to submit the followings for the First Round

- Design images 10-20 pages slides (A4 – design process images, draft etc.)
- Optional: demo video (max. 1 minute long, MP4 format)

### Final Round Submission

The Organizer will notify the shortlisted teams of the shortlist result via email on 3 April 2025.

### What to prepare:

- Prototype Development & Video

Each team must submit a prototype(s). It can give judges a better understanding of the actual design (3D form, size), ergonomic testing, working principles, and material selection, etc. It also helps each team develop better video(s) to explain design thinking, product scenarios, and ecosystem etc.

- Presentation

Qualified design teams will be invited to participate in presentations and Q&A sessions.

### Finalists Entitlements and Obligations

- Workshops and Tutorials: The teams entering the Final Round will be offered an exclusive workshop series and tutorials.

- Finalist teams are required to attend the Final Presentation where they will present their final submission to the judging panel.

### Prizes and Awards

- The Awardees will be selected and announced at the Final Presentation. Winning teams will be given certificates as a token of recognition and encouragement.

- Awarded teams may be invited to participate in publicity of the Awards. All winning teams will have a chance to showcase their projects.

- Favourable consideration will be given to winners for PolyU Design JS3569 BA (Hons) Scheme in Design admission with conditions.

### Prizes and Awards

- Champion
- 1st Runner Up
- 2nd Runner Up
- The Most Innovative
- People's Choice



**Assessment  
Criteria**

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**First Round**

Relevance	/
Research / Insights	40%
Innovation / Creativity / Unique design feature	40%
Overall quality	20%

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**Final Round**

Research / Insights	25%
Innovation / Creativity / Unique design feature	25%
Prototype / Video	25%
Overall quality / Presentation	25%

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## 理大做好設計獎2025 簡介

扶植新生代  
同踏創意路

「理大做好設計獎」：專為香港中學生而設的設計培育計劃  
「理大做好設計獎」是一個為香港中學生設計培育及獎勵計劃。無論是熱愛 STEAM、經濟、藝術或是設計，來自不同學術背景在香港中學生皆可參加比賽，是次計劃讓你可以與志同道合的同學互相合作，盡情發揮創意，一同學習成長並踏上精彩的设计之路。

## 主題：香港的鄉村文化

詳情

你對設計充滿熱情並渴望保護香港豐富的鄉村文化嗎？通過這次今屆理大做好設計獎，探索和展示香港鄉村的傳統、民間故事和工藝。

我們邀請學生創作創新且具有影響力的設計，突出香港鄉村社區的美麗、歷史和重要性。無論是通過景觀和環境設計、傳意及平面設計、服務設計、產品設計、UI/UX或應用程式設計、人工智能或任何其他媒介，你的作品應該捕捉鄉村生活的精髓，保護其遺產，並激勵未來世代珍惜和保護它。

初賽

初賽參加者需要根據上述簡介提交相關作品。晉身決賽的入圍隊伍將參加為期 2 天的專屬培育計劃。

把握機會踏上設計師之路，裝備自己成為新世代的創新專才，以嶄新手法去洞悉及解決問題。立即與同學組隊並請老師提名參賽，一同展開創新之旅！

### \*作品遞交方式在文末

決賽

培育計劃包括多項有趣的活動，例如導修、授課及工作坊，務求協助學生從各方面了解設計，並學習所需技能以改善設計方案。各項體驗引人入勝，最後以簡報會作結，讓參加者發揮所學的新技能及創作理念。

## 報名

參賽資格

- 比賽歡迎全港所有本地及國際學校的中學生參加。
- 參賽隊伍需由2024/25學年的中一至中六或同等級別學生組成。
- 參賽隊伍的成員不得重複（每位學生只能提交一份申請）。
- 每所學校可以註冊多個隊伍，參加該獎項的學生人數沒有限制。

隊伍成員

- 學生可以二至三人一組或單獨參加（單人團隊）及1名指導老師組成。
- 每位參賽學生只能加入1支隊伍。

聯絡方式

如有任何疑問，歡迎聯絡我們。  
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獲取最新資訊！



## 報名

- Hatch & Share簡介會報名截止日期為2025年3月2日23:59 (香港時間)。
- 報名及遞交初賽作品截止日期為2025年3月25日23:00 (香港時間)。
- 報名費用全免。
- 報名後不得更換隊員。
- 提交報名表，即表示參賽隊伍了解並同意本次比賽的條款與細則。
- 逾期遞交的申請將不獲處理。

## 時間表

2025年3月2日 (日) 23:59 (香港時間)	Hatch & Share簡介會截止報名
2025年3月4日 (二)	Hatch & Share簡介會
2025年3月25日 (二) 23:00 (香港時間)	報名及遞交初賽作品截止日期 (隊伍需由1名指導老師主理)
2025年4月3日 (四)	公佈決賽入圍名單 (入圍隊伍)
2025年4月12日及4月19日 (六)	入圍隊伍工作坊及導修 (兩天培育計劃)
2025年5月19日 (一) 23:00 (香港時間)	遞交決賽作品截止日期
2025年5月24日 (六)	決賽最終展示與頒獎典禮

## 評審團

評審團由香港理工大學及設計業界的代表組成。

## 作品遞交簡介

### 初賽作品遞交

初賽參賽隊伍需提交以下作品：

- A4格式的設計圖片 (10 - 20頁) 或投影片 (A4, 例如設計過程, 草稿等相片)
- 短片 (最長 1 分鐘, 以MP4形式提交) \*非必需

### 決賽

主辦方將在 2025年4月3日 透過電郵方式通知入圍隊伍。

準備事項：

- 原型製作及短片

隊伍必須提交原型設計，讓評審團更深入了解實質設計 (三維形式、尺寸)、人體工學測試、運作原理及選材等，同時有助隊伍用以闡明設計思維、產品使用情景及生態系統等。

- 簡報會

入選設計隊伍將獲邀參加簡報會及問答環節。

## 聯絡方式

如有任何疑問，歡迎聯絡我們。

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### 決賽入圍者的權利及義務

- 工作坊及導修：晉身決賽的隊伍可參加專屬工作坊及導修課程。
- 入圍隊伍必須參加決賽簡報會，向評審團展示決賽作品。

### 獎品及獎項

- 得獎隊伍將於決賽簡報會選出並公布，並獲發證書作嘉許。
- 得獎隊伍可能會獲邀參加宣有關獎項之宣傳及推廣活動，以展出原型設計。
- 得獎者在申請香港理工大學設計學院 JS3569 設計學(榮譽)文學士組合課程時，將獲有利考慮（需符合條件）。

### 獎項類別

- 冠軍
- 亞軍
- 季軍
- 最具創意獎
- 人氣獎

### 評審標準

#### 初賽

相關性	/
研究/洞察	40%
創新/創意/獨特設計特色	40%
整體質素	20%

#### 決賽

研究/洞察	25%
創新/創意/獨特設計特色	25%
原型/短片	25%
整體質素/簡報	25%

### 聯絡方式

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