

DEPARTMENT OF INDUSTRIAL & COMMERCIAL DESIGN HONG KONG TECHNICAL COLLEGE

The commercial success of industrial communities overseas is linked with an upsurge in their design standard, due to the training and utilisation of their own designers. The reliance upon design specifications from abroad, although at present very successful in Hong Kong, will not equalise Hong Kong with rival communities. Originality, good style and innovativeness are attributes that are possible when industry adds the creativeness of the designer to the scientific knowledge and discipline of the engineer and the technician.

Hong Kong needs to train and make use of its own designers, and with this need in mind, a department of Commercial and Industrial Design was opened at the Hong Kong Technical College. The main course is a three year Higher Diploma in Industrial Design, and the work on show in this exhibition is the work of the third year students, the first to complete the course.

The aim of the course is to give a general training in design, backed by a sound knowledge of the main industrial materials and processes. The priorities of industry in Hong Kong are defined as Product Design, Apparel Design, Textile Design and Graphic & Packaging Design. Whilst being attentive to these priorities, design students must be prepared to enter any design area where an opportunity for work is presented.

INDUSTRIAL DESIGN COURSE

Outline of Studies.

TECHNICAL METHODS, MATERIALS & PROCESSES

Textiles Knowledge,
Engineering Knowledge,
Electrical Knowledge,
Garment Construction,
Business Studies,
Building Construction.

THREE-DIMENSIONAL DESIGN

Design Projects in:
Furniture,
Environmental Studies,
Industrial Products,
Prototype making in:
Metal and Wire,
Plastic,
Fibreglass,
Timber,
Corrugated Board,
Plaster

GRAPHIC AND STUDIO SKILLS

Measured Drawing, Plans, Elevations,
Sections,

Layout,
Rendering in various Mediums,
Representational Techniques,
Diagrams,
Photograms, Elementary Photography,
Use of Letter-Forms and Typography,
Silk Screen Printing with Inks and

Packaging Graphics.

The designer is a creative person whose skill in envisaging a product is highly developed, and whose technical awareness makes him an integral part of the production team. Envisaging a product can mean showing the future product in sketch or plan and elevation form, or it can mean making the prototype or mock-up in three dimensional form.

PARTICIPANTS IN THE EXHIBITION OF THIRD YEAR STUDENTS' WORK

FIGURATIVE GROUP

Chan Bo Fat
Lorraine Choi Hon Yu
Hassan, Hanifah
Priscillia Keung Pik Lai
Kwok Lai Chun
Lee Tak Yung
Winnie Leung King Kay
Grace Leung Po Tim
Christine Li Sai Ping
Amy To Oi Mai
Wan Hung Hay
Amy Wan Yuen Yee
Wong Chun Ngor
Rebecca Wong Yim Han
Yau Pak Siu
Winnie Yeung Wing Yee
Danny Chan Kam Fat
Cheung Kwok Hung
Joey Cheung Siu Wai
Polly Chow Po Fong
Yvonne Chum Yau Fong
Ho Chi Mun
Lam Hin Tong
Law Hin Yeung
Lee Chi Men
Honson Lee Hon Son
Eliza Ma Lai King
Ng Po Keung
So Kam Sing
William Yeung Kwok Wai

"Colour is an integral part of human life. The needs for colour affect everyone in our contemporary society industrially and at a personal level.

Students dealing with visual communication and design, must investigate colour from various points of view, in various directions and with appropriate methods. The formulation of equations in colour usage undermine individualism and progressive education. The twentieth century has witnessed a rejection of that attitude which held categories or group classifications to be absolute. What we are aiming to do, rather, is to create an environment where the individual student can discover his aptitude, his experience, his ideas and other people's ideas towards colour."

SIU CHE MO

Lecturer in Design

"The nature and range of problems solved by Industrial Designers today have become immeasurably more complicated and wide. The problems change as our living habits change, and the design solutions may themselves change our living habits. The ultimate aim of Industrial Design is that design of high standard can be mass produced and sold at a price which everybody can afford."

DAVID PUN

Lecturer in Three-dimensional Design

"As well as the advantages, the designer should also know the limitations of materials and processes"

LESLIE DIXON

Lecturer in Processes and Materials

"Inventiveness, originality, an awareness of the Eastern identity and its relation to the West . . . these are a few of the qualities the Hong Kong designer must have before we even talk about design skill and technical knowledge".

JOHN C. HADFIELD

Head of Department of

Commercial & Industrial Design

香港工業學院工商業設計系

工業產品在海外市場的成就，實和設計水平的提升，培養和適當地

運用當地的設計人材，有息息相關的關係。現在本港按照海外指定

的設計標準而出產的產品是十分成功的。但這並不是說香港和一般

先進國家的產品是並駕齊驅的。有創造能力的設計家需要集工程師

和技術人員兩者的科技知識方可產生新穎而優美的作的。

由於香港需要訓練設計人材，香港工業學院便開設工商業設計這一

學系，攻讀三年即可獲取工商業設計高級文憑。這個展覽會所展出

種種的設計，都是本系首屆畢業生的作品。

本系主旨著重一般的設計訓練，而輔以豐富的知識，例如工業材料

的運用方法和製作過程。目前香港工業應該優先發展的是產品

設計，時裝設計，紡織設計，平面和包裝設計。設計學生除應注意

上述那些工業產品設計外，亦當隨時準備應付其他方面的設計

使命。

工業設計系課程大綱

科技方法，材料和製作過程。

紡織知識

工程知識

電器知識

服裝構造

商業知識

建築結構

立體設計

設計作業如：

傢俱

環境研究

工業製品

立體模型製作，應用材料包括：

金屬及金屬線

塑膠

玻璃纖維

木材

瓦通紙

石膏

平面及繪圖技巧

工程繪圖

設計表列

描繪媒介的探討

表達技巧

圖表

基本攝影知識

字體造形及排列練習

絲網印刷技巧

包裝印刷設計

設計家就是個創作者，他對製品一般的形色及功用有高度想像的才能，他對科技的認識使他成爲生產隊伍的一份子，一項新的設計可用草圖，平面圖，或製造立體模型來表達。

參展者

平面設計組

陳保發

蔡侃如

夏 珊

姜碧麗

郭麗珍

李德容

梁璟琦

梁寶甜

李細萍

杜靄薇

溫鴻禧

尹婉兒

黃珍妮

黃艷嫻

丘伯兆

楊詠兒

立體設計組

陳錦發

張國雄

張少偉

周寶芳

覃友芳

何志敏

林衍棠

羅顯揚

李治文

李漢生

馬麗琼

任保強

蘇錦成

楊國威

“無論在工業方面或日常生活方面，色彩和人生是不可分割的，在

現代社會中，每個人都受到色彩因素的影響。

學習利用視覺語言來表達意念，和造型設計的同學，必須從不同的

觀點，方面和適當的方法來研究色彩的學問。公式化地運用色彩的

意念實在違反近代強調尊重個人獨立個性和進步教育之原則。在二

十世紀的今日，將事物硬性地分部類劃分成爲獨立自存的概念，已

經給我們摒棄了。我們希望建立一個適合的學習環境，使每個同學

都能夠獨自發現他自己和別人對色彩的傾向，經驗和概念。”

蕭始武
設計講師

“現代工業設計家需要解決的問題是相當複雜而牽涉的範圍也很

廣。這些問題，隨着我們生活習慣而有所不同。但是解決這些問題
的設計，極可能改善我們的生活。

工業設計的最終目標是能夠把優良的製品大量生產，同時銷售的價
格應符合一般消費者的經濟能力。”

潘宏強
立體設計講師

“設計家除該認識各種材料和製造過程的優點和功用外他更要了解
它們一般的缺點和限制。”

狄遜
科技講師

“有智巧，創作力，具有東方性的自覺觀念及其與西方的關係……

這是香港設計家必須先有的幾種質素，然後才可以談論到設計的技

巧及工藝的知識。”

夏德飛
工商業設計系主任