

為鼓勵同學持續進修，現凡報讀是次課程並「一次過繳交全數學費」的學員均可獲**減免港幣三千二百元學費**。(HK\$17,100 - HK\$3,200 = **HK\$13,900**)

Advanced Diploma in Interior and Digital Media Design

建築及室內設計高級文憑課程

4 Aug 09 - 30 Mar 10 (Tue)
40098603



課程簡介

優雅環境、傑出設計、企業形象、品牌改革等等...已成為今天潮流文化所討論之焦點。提升設計師之專業性，增強敏銳的創作力和市場競爭力，已成為今天發展迅速、競爭激烈、要求日漸提升的市場上之致勝元素。提升學員的專業知識，突出創作表現乃是本課程之主要目標，而課程專為行內人士或已修讀相關文憑人士而設。透過深化設計課程，並以成功個案分享，提升學員個人之專業性及創作藝能，為個人打造具獨特性及競爭力之品牌。

此外，為提升學員的繪圖能力，繪圖技巧及工具使用亦是訓練的重點項目。因此3Ds Max, InteriCAD及Photoshop的運用技巧亦是課程的培訓項目。同學們均可透過導師的指導，運用專業的繪圖軟件把自己的創作繪畫出來，成為具專業水平之作品。

除了專業設計技巧及繪畫能力的培訓外，為了配合市場上的項目發展，物業價格提升、工程重建及項目管理將成為課程中不可缺少的內容。學員亦可學習利用設計及包裝技巧把物業的價值提升，從而為客戶獲取更高的回報。



Organised by:

PRODUCTIVITY
生產力培訓學院 Training Institute

 **Hong Kong
Productivity Council**
香港生產力促進局



Advanced Diploma in Interior and Digital Media Design



Aspect of Interior Design

Interior Design is a rapidly growing industry. It turns a raw space into a centre of commerce or quality living. It is essential for would-be professionals in the interior design field to achieve a balance between design knowledge and creativity. Besides the aesthetic technique in architecture and interior design, we also teach student how to improve the property value for the commercial project with “Cost Effective” methodology. This methodology is applicable for turning an aged property into a valuable asset for customers. Today's market, interior designers should be creative and knowledgeable in practical skills in order to provide value-added consultation services to clients.

Nature and Objectives

The course emphasizes the aesthetic technique in architecture and interior design which can be of great benefit to aspiring students, who wish to set higher standards for aesthetic appreciation and assessment. In this course, students can gain theoretical knowledge, practical skills in design and technological applications, which are essential for architectural and interior design fields. The course also focuses on the skills for problem solving during conceptual and detailed design stage, management in design processes, conceptualization and spatial visualization abilities will also be a significant part of the training.

In order to enhance and sharpen the professionalism in practical practice, the course also aims to strengthen the industry's understanding of the importance of the values and culture in the delivery of creative spatial design products. As a result, a comparative perspective can be developed for the design and construction industry.





Course Contents

Stage 1

Theories and Aesthetics Training

- Design Studies (Architectural & Environmental Design)
 - Principles of Form, Space & Order
 - Form, Space & Order Development & Applications
- Art & Design Movement (19th - 20th Century)
- Principles of Environmental Design
- Aesthetic Senses Thinking

Professional Study Training

- Cultural Studies
- Visual Communication
- Furniture Design and Lighting Design
- Space Planning in Environmental Design
- Professional Practice in rule and regulations
 - Knowledge of Building Regulations
 - Knowledge of Electrical & Mechanical Allocation
 - Knowledge of Statutory Submission/ Licensing of Commercial

Stage 2

Practical Skill in Computer Drawing Training

- 1) InterCAD & Adobe Photoshop
 - Intelligent modeling module among 3D models creation and 2D drawings
 - Build up your own library for future use as the built-in design templates
 - Create furniture models with knowledge in 3D commands
 - View your "ideal design" from any angles in JPG or BMP pictures
 - Produce a virtual walk through animation (video)
 - Simple platform for running file based on the AutoCAD® technology with simplified operation
 - Assign and adjust different light effects easily for objects

- Work with built-in templates for direct application to speed up your design process
- Provide the automatic settings to define parameters of many materials for direct selection
- Techniques of working drawings, realistic 3D image presentations
- Create the design concepts in the virtual environment quickly

- 2) Knowledge in Computer Aid for 3D Design (3Ds Max & Adobe Photoshop)

- Advanced skill in furniture design and expression
- Advanced use in crossovers of material schemes
- Handle image of 2D and 3D furniture model for design platform
- 3Ds Max system and its interface and control
- 3D concept, 3Ds Max user interface
- View ports settings and units settings
- Concepts of modeling and operation skill
- Standard primitives
- 3Ds Max lighting setting and application
- Omni lights settings/ spot lights settings
- 3Ds Max material and mapping setting
- Material editor/ shader settings/ mappings
- 3Ds Max camera setting and application
- Target camera/ free camera/ camera settings

Stage 3

Project Management on Property Reconstruction (Value Rising Methodology)

- 1) Property Asset Management (Case Study)
 - Commercial Project
 - Investment & Property Cost Planning
 - Value-added Methodology
 - Design & Application
 - Marketing Strategy
 - Design Proposal & Presentation
 - Documentation (Tender Documents & Proposal)
 - Contract Management
 - Quality Assurance & Auditing
 - Design Site Management
- 2) Branding Strategy / Marketing Approach
 - Identity Style Feasibility Study
 - Marketing Research
 - Site Physical Study
 - Costing Planning
- 3) Trends and Forecasting

Environmental Project

- 1) Project I (Domestic)
- 2) Project II (Commercial)
- 3) Final Project (Commercial)

Entrance Requirements

- A diploma in Design or the equivalent in a related area is required. (Copy of diploma should be submitted during enrolment)
- Candidates with other qualifications or Form 5 with 2 years working experience in design area will be considered on a case-by-case basis.

Fee

[Full payment] HK\$17,100 / [Installment] HK\$9,500 x 2
(including course documentation)

Tools features of InteriCAD 使用之軟件簡介

InteriCAD T3 Pro is a new range of software developed based on interior designers' working procedures. With this software, a general user with basic computer knowledge can be a professional 3D interior designer.

With a simple interface, the software allows users to grip the key tools easily and accomplish a realistic design which can be presented in 3D modeling design, including pictures rendering, animation and working drawings. This free design platform enables users to develop and stimulate their creative ideas in interior design.



InteriCAD™ T3 Pro

Date and Time

4 Aug 09 - 30 Mar 10 (Tue)
6:45pm - 9:45pm
School Holiday: 22 and 29 Dec 09
Public Holiday: 16 Feb 10

No. of Sessions

32 (3-hours) sessions

Medium of Instruction

Cantonese (English terms will be used where appropriate)

Venue

1/F., Hong Kong Productivity Council
HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon,
Hong Kong (Kowloon Tong MTR Station Exit C)

Award of Advanced Diploma

Advanced diploma will be awarded to participants who have attended at least 26 sessions and complete the final project.

Enquiries

Please call Ms Lau at (852) 2788 6207 or Ms Fung at (852) 2788 6069, fax: (852) 2788 5567 or email to gwenlau@hkpc.org
Website: <http://www.hktrainingonline.com>

Related Software Applications

- 3Ds Max
- InteriCAD
- Adobe Photoshop

課程報名辦法

課程查詢電話：2788 6207, 2788 6069

請填妥以下報名表格，並連同支票一併寄往九龍達之路78號生產力大樓香港生產力促進局3樓生產力培訓學院3704小組劉小姐收。(支票抬頭請書明「香港生產力促進局」並請劃線。)封面請註明「建築及室內設計高級文憑課程」，或可親臨香港生產力促進局以易辦事、現金或信用卡直接辦理入學手續。

** 預訂留位者 (如適用)，請將已填妥的表格傳真至 (852) 2788 5567 或電郵至 gwenlau@hkpc.org。

課程 建築及室內設計高級文憑課程 Advanced Diploma in Interior and Digital Media Design

課程編號 40098603 日期 4 Aug 09 - 30 Mar 10 (Tue) 時間 6:45pm - 9:45pm

學費 ~~HK\$17,100~~ HK\$13,900 (一次過繳交) 每期HK\$9,500 (分兩期繳交，第二期學費需於第三部份之前繳交)

姓名 (英文) (Mr/Mrs/Ms*) _____ 姓名 (中文) (先生/女士/小姐*) _____

*(請刪去不適用者)

手提 / 傳呼機 _____ 電郵地址 _____

公司名稱 (英文) _____ 公司名稱 (中文) _____

職位 _____

通訊地址 _____

電話 (日間) _____ 電話 (晚間) _____ 傳真 _____

簽名 _____ 日期 _____

注意

1. 報名表 (可用影印本) 必須連同學費一併繳交，否則報名可能無效。
2. 本局已實施個人資料 (私隱) 政策，有關資料單張可於報名處索閱，或閣下可與本局個人資料管理主任查詢。
3. 本局建議申請者以信用咭、易辦事或支票繳交學費。學費收據以本局機印方為有效，支票收妥作實。
4. 除非本局於課程開始前最少5個工作日收到申請者書面通知退學，否則已繳學費概不退還。申請者申請退還學費需繳交手續費二百元正。
5. 申請者可提名他人代替其本人出席課程，惟事先須得本局同意。
6. 香港生產力促進局保留在任何情況下及以任何原因拒絕任何入學申請的權利。申請者繳付學費後，仍須符合入學的所有條件，其申請方可獲得接納。
7. 香港生產力促進局保留在任何情況下更改課程內容、授課地點、日期及時間的權利。
8. 颱風及暴雨警告：如課堂時間是在早上(9:00-12:00)、下午(2:00-5:00)或晚間(6:30-9:00)，將在下列情況下取消：(一) 八號或以上颱風訊號或黑色暴雨警告訊號在早上6:00、11:00 或下午4:00仍然懸掛；或 (二) 香港天文台在早上6:00、11:00或下午4:00或之後，宣佈將懸掛八號或以上颱風訊號或黑色暴雨警告訊號。本局將盡早通知學員補課的日期及時間。