為協助中小企持續發展及鼓勵學員持續進修，學習應用最新數碼技術。現凡報讀是次課程的學員均可獲減免三成學費。
HK$18,900 x 70% = HK$13,230。 (名額有限，額滿即止)。

傢俱產品
專業設計

• Adopting Game Base Illustration and Innovative Methodologies to Create Maximum Visual Impact
• Latest Multimedia Technology for Interior Design and Handbag Industries Training Series

Diploma in Furniture Design and Multimedia Technology
傢俱產品設計及多媒體應用文憑課程

10 Aug 2011 - 16 Nov 2011 (Wed & Fri)
40136207

當自家產品或服務面對強大競爭對手衝擊時，提升產品質素或增強銷售服務已是不可或缺的，否則，產品只會被市場淘汰。

課程旨在協助學員認識新科技如何提升自家服務及產品質素，怎樣學懂利用現今立體軟件製作超高質的產品繪圖，讓客戶對你所提供的產品更具信心。

本課程十分榮幸獲國內知名傢俱廠特別安排，參觀國內廠房，有助學員了解國內廠房營運情況及經營實務，機會十分難得。學員除了真正學懂利用科技協助業務發展外，更可認識及了解國內傢俱產品市場，拓展商機。

除了安排同學們參觀國內廠房外，更有幸得到國內支持機構安排參觀國內傢俱產品showroom，了解及認識國內的銷售及服務流程，機會實在難得。

DESIGN

Multimedia
illustration
Handbag
Interior
Games

Diploma in Furniture Design and Multimedia Technology

Your career prospect in furniture design

In the competitive furniture market, designers require for the strongest marketing sense, who also need to be able to use computer-aided design to develop models and prototypes, and have understanding of materials in order to consider cost, durability, and safety.

Traditional skills still have a place in furniture design, computer technology now plays a key role in any designer's work. Career training programs work best when combined with hands-on experience. A furniture design program enables you to have a comprehensive understanding of design principles.

This furniture design course will provide you with innovative interior decorating ideas for the home, office and any unique spacial areas. You can acquire the skills in using the powerful 3D rendering tools for the creation of furniture and interior design.

The new 3D technology tool can assist you to combine creativity with practical design solutions to create unique and designed furniture for you and your clients to enjoy. You can acquire the skill set quickly and enhance your design ability with this new technology with limited training hours.

Learning the effective tools and knowledge of furniture design could be a short cut toward working in the design industry, home design stores and construction companies. Upon completion of this course, participants not only have strong sensitivity and solid understanding of professional skills in computer 2D and 3D drawing, but also obtain up-to-date knowledge in the interior design industry.

Related Software Applications : InteriCAD T5 and Magibox

Key features of InteriCAD T5 and Magibox :

InteriCAD T5 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 short period of intensive training, users will learn the major functions of the software. Through the 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.

Magibox is the cabinet furniture design software with over 2000 built-in standard models and free cabinet design functions. You can learn the quickest way to layout kitchen, wardrobe, various type of cabinets, etc. in your own design in the intuitive 3D interface and produce 3D perspective, DWG working drawings and hand sketch picture in very short time.

Course Contents

Stage 1
Profession and aesthetics knowledge in furniture design
(Color Theories & design technique)

▸ Learning the theories and principles of furniture design

▸ Understanding of human needs and ergonomics

▸ Hand drawing skill for furniture development

▸ Working with technical aspects and perspective drawing

▸ Relationship between global awareness and interior culture

▸ Understanding the sculptural furniture construction

▸ Furniture design with function and forms

▸ Consideration for the product usage such as office furniture, household furniture, kitchen furniture, upholstered furniture

▸ Working with non-upholstered seats, seating, seats parts, furniture parts, metal furniture, wooden furniture, etc

▸ Office furniture industry in HK: top manufacturers

▸ Analysis of the furniture market : leading furniture exporters (Indonesia, Malaysia and Thailand)

▸ Furniture distribution channels

Stage 2
Understanding the furniture market

▸ The conception of furniture production system

▸ The flows of market import and export

▸ Analysis of the leading furniture companies in Singapore and Taiwan

▸ The growth of furniture business in China and Economic indicators

▸ Furniture consumption forecasts and positioning your market for the furniture market

▸ Factors determining the demand for furniture (Furniture demand and distribution channels)

▸ Leading furniture companies with short introduction of furniture manufacturers

▸ Overview of furniture production and trade

▸ Among the considered products: furniture, sawnwood, wood-based panels, plywood, veneer sheets, particle board panels and fibreboard panels

InteriCAD™ T5   magibox

Stage3 & 4
Enhance your design ability with the powerful tools for furniture design (3D Model creation with "Magibox" & "InteriCAD T5")

▸ Creating the design concepts in the virtual environment quickly

▸ Using an intelligent modeling module among 2D drawings and 3D models creation

▸ Simple platform for running file based on the AutoCAD® technology with simplified operation

▸ Learning the techniques of working drawings

▸ Working with built-in templates for direct application, speeding up your design process

▸ Creating any furniture models in accurate dimensions without knowledge in 3D commands

▸ Applying built-in and external material maps to visualize the real design

▸ Providing the automatic settings to define parameters of many materials for direct selection

▸ Assigning and adjusting different light effects easily for objects

▸ Creating the realistic 3D image presentations and hand sketch drawing

▸ Viewing and presenting "ideal design" from any angles in JPG pictures

▸ Getting the "real" scene with 3D panoramic view

▸ Producing a virtual walk through animation (video) and photos with 3D look-and-feel

▸ Building up your own library for future use as the built-in design templates

▸ Learning the unique skills for design modification to meet the daily real needs from customers

This picture is created by Magibox

This picture is created by InteriCAD T5

(Site visit for course participants)
Study Mission – Discover the success of SUNPIN Home Furniture Group

This course is highlighted by a one-day trip to visit one of the flagship showrooms for grand home furniture in Guangzhou and its base factory in Foshan. Founded in 2004, Sunpin is now expanding to nearly 400 shops in different provinces of China with an annual revenue of over RMB 5 billion. Its main business is to provide integrated solutions for full ranges of customized home furniture.

With its successful business strategies of direct sales and franchising, the application of furniture customization in 3D virtual reality, automation of mass production, and computerized process of management, it distinguishes itself from other market players and becomes one of the leaders in the area of customized living furniture. It sets a successful example on the application of advanced computer technology to the traditional furniture industry.

Special thanks to

"Sunpin Home Furniture Group", "WAYES Furniture Design & Made Co.,Ltd", "Wision Furniture", "YuanFang Software Co., Ltd" & "Goldex Information Technology Limited"

With the support from manufacturers in the furniture industry, we are glad to gain valuable insight and support from the directors of the companies.

Application

To enrol, please complete the attached enrolment form and send it together with the academic qualification and appropriate fee to Productivity Training Institute, 3/F., the Hong Kong Productivity Council, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong. [Attn: ICT & Logistics Unit.] [All cheques should be crossed and made payable to the "Hong Kong Productivity Council".]

N.B. To make a reservation, please fax your completed enrolment form to 2788 5567. We shall confirm your reservation by phone within 7 working days. Otherwise your enrolment form may have been lost in transit and you are advised to contact us by phone at 2788 6207 to confirm your reservation.

Prerequisites

Participants are expected to have completed Form 5/mature student* or have interest in the design and interior industries and the knowledge of Windows / Mac OS.
*18 years old or above, plus having 2 years or above working experience.

Fee

~~HK$18,900~~ HK$13,230 (Special Offer)
(Cover course documentation, transportation fee from HK to Guangzhou & Foshan, Travel insurance for site-visit)
Participants should have a valid China Visa with at least 6 months validity.

Date and Time

10 Aug 2011 – 16 Nov 2011 (Wed & Fri)
6:45pm – 9:45pm

No. of Sessions

30 (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, Hong Kong (Kowloon Tong MTR Station Exit C)

Award of Diploma

Diploma will be awarded to participants who have attended at least 24 sessions, satisfied the instructor with the lab exercises and completed the final project.

Enquiries

Please call Ms Lau at (852) 2788 6207 or Mr Pang at (852) 2788 5853 or, fax: (852) 2788 5567 or email to gwenlau@hkpc.org
Website: http://www.hktrainingonline.com

課程報名辦法

課程查詢電話：2788 6207, 2788 5853

請填妥報名表、連同相關課程需要的文件及費用，親身或以郵遞方式遞交。
郵寄地址：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 劉小姐 (請於信封面註明報讀課程名稱及編號)
** 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 __傢俱產品設計及多媒體應用文憑課程__ 課程編號 __40136207__ 時間 __6:45pm-9:45pm__

日期 __10 Aug 2011- 16 Nov 2011 (Wed & Fri)__ 學費 __~~HK$18,900~~ HK$13,230 (special offer)__

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

職位 _____ 工作經驗 _____年 公司名稱_____

最高教育程度（請選擇一項）□ 小學　　□ 中五　　□ 預科　　□ 文憑至副學位　　□ 學位　　□ 研究院或以上
　　　　　　　　　　　　□ 本人具備兩年或以上工作經驗及已年滿18歲

住宅電話 _____ 通訊地址 _____

_____ 辦事處電話 _____ 手提電話 _____

電郵地址 _____ 傳真 _____

繳費方法：　　　　□ 現金　　□ 信用咭

　　　　　　　　□ 支票號碼 Cheque No.：_____ ,（公司 / 私人支票*）。

　　　　　　(支票請劃線，台頭請書明「香港生產力促進局」/ Hong Kong Productivity Council。)

申請人簽名 _____ 日期 _____

注意

1. 報名表(可用影印本)必須連同學費於開課前一併繳交，否則報名無效。
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 / 15* 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. 颱風及黑雨警告：如課堂時間是在早上(9:00-1:00)、下午(2:00-5:00)或晚間(6:30-10:00)，**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。
   * 5 days for training program by local speaker / 15 days for training program by overseas speaker