Birmingham City University

The Faculty of Arts, Design and Media of Birmingham City University has a proud tradition dating back to the foundation of the School of Art established in 1843, and has an international reputation for the quality of its programmes.

With over 4,500 students enrolled on courses in music, theatre, writing, media, digital technology, art, design, jewellery and architecture, Birmingham City University is one of Britain’s leading providers of talented professionals to the cultural and creative industries.

The Faculty’s internationally-renowned arts training provision includes a specialist music conservatoire and drama school, a leading provider of media training, and the UK’s largest regional centre for art, architecture and design education, incorporating Europe’s largest jewellery school.

From music to media and film to fashion, students in the Faculty regularly win awards and gain national recognition for their achievements. You will see them on television and on stage, hear them in concert halls, jazz clubs and on CD, and see their works in galleries and on the high street. Aspiring music, performance, art, design, and media professionals are attracted by the combination of world-class teaching, excellent facilities and professional development opportunities.

Programme Overview

This programme has a long history of successes. It has produced world-renowned designers and influential educators who now work in some of the top consultancies and influential design industries throughout the world.

This programme offers a dynamic, stimulating and exciting programme, to help you develop into a confident creative and motivated interior designer.

To maximise this opportunity, you will need to bring commitment, motivation, creative ambition, and a willingness to contribute positively in a range of seminars and modules. Stimulating and demanding methods of teaching, learning and assessment, which are clear, will be employed to develop and extend your full potential by encouraging you to take responsibility and ownership of your learning process.

Graduates can work as designers for architects or design groups in private practice, or for commercial organisations that contain in-house design departments. It is also possible for graduates to work in the visual arts such as film, television, events and theatre design, as well as exhibition and museum design, sales and marketing, trends editorial or design research.

On graduation, Birmingham City University offers further opportunities for study, including courses at Master’s, and ultimately PhD, level.

Programme Structure

The programme structure* is as follows:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time Mode</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Competition &amp; Collaboration</td>
</tr>
<tr>
<td>2</td>
<td>Signature Project (Contextual Research &amp; Analysis)</td>
</tr>
<tr>
<td>3</td>
<td>Signature Project (Development &amp; Realisation) (CEF Code: 22Z04323-7)</td>
</tr>
<tr>
<td>Part-time Mode</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Competition &amp; Collaboration</td>
</tr>
<tr>
<td>2</td>
<td>Signature Project (Contextual Research &amp; Analysis)</td>
</tr>
<tr>
<td>3 &amp; 4</td>
<td>Signature Project (Development &amp; Realisation) (CEF Code: 22Z04323-7)</td>
</tr>
</tbody>
</table>

* Programme structure is under review and subject to change
Entry Requirements

- Graduates of the following VTC feeder programmes:
  - HD in Interior Design
  - HD in Exhibition Design
  - PD in Interior Design

- Applicants possessing an alternative qualification deemed equivalent to a UK FHEQ Level 5 qualification in a cognate discipline will be subject to a review of the applicant’s portfolio of work and an admissions interview. The interview will also take into account applicants’ prior professional experience according to BCU’s relevant policy.

English Proficiency Requirements

- Graduates of VTC HD programmes are considered to have met the English language requirement as the VTC HD programmes are taught and assessed in English, the graduates are exempted from further English Language entry requirement.

- Graduates of VTC PD programmes should have:
  (i) been awarded the Professional Diploma with either merit or distinction; OR
  (ii) attained IELTS 6.0 or above, or equivalent.

- Applicants not having achieved the “English Proficiency from VTC Programmes” stated in “Entry Requirements” should have attained IELTS 6.0 or above, or equivalent.

Assessment

Students are assessed on the submission of course work and a presentation of their work based upon the module learning outcomes. This will include research and developmental work, including technical processes and exploration of concepts and ideas and final creative visual outcomes, presented in a professional way. The Signature Project (Development and Realisation) is marked for proficiency at final assessment by an academic panel.

Qualifications Framework

BA (Hons) Interior Architecture and Design is recognised under the Qualifications Framework (QF) (www.hkqf.gov.hk).

<table>
<thead>
<tr>
<th>QF Level</th>
<th>Level 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>QR Registration No.</td>
<td>19/001097/L5</td>
</tr>
<tr>
<td>Validity Period</td>
<td>01/09/2019 - 31/08/2023</td>
</tr>
</tbody>
</table>

The QF level of this programme accredited by the HKCAAVQ is the same as that of locally-accredited honours bachelor’s degree programmes.

Additional Information

| Study Mode and Duration | Full-time (FT), 1 year Part-time (PT), 2 years |
| Study Location | IVE (Morrison Hill)* |
| Fees | Application: HK$200 Registration: HK$3,500 Tuition: HK$88,100 by 2 (FT) or by 4 (PT) instalments |
| Application Deadline | 31 March 2019 |
| Commencement | September 2019 |

*Some lectures / practical sessions will be conducted at the Hong Kong Design Institute.

Enquiries

Programme Co-ordinator |
Ms. Margaret Lai |
Tel no. |
3928 2814 |
Email |
laimarg@vtc.edu.hk |

General Enquiries |
Ms. Alice Au |
Tel no. |
2835 7472 |
Email |
mh-shape@vtc.edu.hk |

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.
Application Form 2019/20

Please complete the form in ENGLISH and print in BLOCK LETTERS with black ball pen.

SECTION 1 – PROGRAMME APPLIED FOR

Please indicate the programme you are applying for by ticking “✓” the appropriate box. (Please “✓” ONE only)

<table>
<thead>
<tr>
<th>Top-up Degree and Master’s Degree Programmes</th>
<th>Offering Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ BA (Hons) Fine Art, Full-time (Registration No.: 252577)</td>
<td>IVE (Morrison Hill)</td>
</tr>
<tr>
<td>☐ BA (Hons) Interior Architecture and Design, Full-time (</td>
<td>IVE (Morrison Hill)*</td>
</tr>
<tr>
<td>Registration No.: 251238)</td>
<td></td>
</tr>
<tr>
<td>☐ BA (Hons) Interior Architecture and Design, Part-time (</td>
<td>IVE (Morrison Hill)*</td>
</tr>
<tr>
<td>Registration No.: 251238)</td>
<td></td>
</tr>
<tr>
<td>☐ BA (Hons) Landscape Architecture, Full-time (Registration No.:</td>
<td>IVE (Kwun Tong)</td>
</tr>
<tr>
<td>252578)</td>
<td></td>
</tr>
<tr>
<td>☐ BA (Hons) Product and Furniture Design, Full-time (</td>
<td>IVE (Kwun Tong)*</td>
</tr>
<tr>
<td>Registration No.: 251239)</td>
<td></td>
</tr>
<tr>
<td>☐ MA Design Management, Part-time (Registration No.: 252619-22)</td>
<td>DILWL and Wan Chai Campus</td>
</tr>
</tbody>
</table>

*Some lectures / practical sessions of this programme will be conducted at Hong Kong Design Institute.

SECTION 2 – PERSONAL DETAILS

Title (Mr / Ms / Mrs / Miss)* delete if inappropriate

Gender ☐ Male ☐ Female

Name in English (As shown on your HK Identity Card / Passport)

Surname

First / Other Names

Name in Chinese

Chinese Character Codes

Date of Birth ___________________________________________

Type of Identification Document ☐ HKID Card No. ___________ ( ) / ☐ Passport No. ___________

Correspondence Address (in English)

Contact Detail

Mobile Phone No. Residential Tel. No.

Email Address Fax No.

Do you require a student visa / entry permit to study in Hong Kong? ☐ YES ☐ NO

SECTION 3 – APPLICANT WITH SPECIAL NEEDS

We offer equal opportunities to all applicants with or without disabilities. If you have a disability that requires special assistance, please provide a brief description of your disability below. The information will help us to better understand your requirements of special facilities and make effort to accommodate your needs.

It is a matter of discretion for individual employers to recognise any qualification to which the above courses may lead.
SECTION 4 – EDUCATION
(Please give the name of schools, colleges, universities or training organisations attended including full-time or part-time courses, apprenticeship, etc. and attach certified copies of relevant academic documents.)

<table>
<thead>
<tr>
<th>Years Attended (month / year)</th>
<th>School / College / Institution Attended / Attending</th>
<th>Programme Title</th>
<th>Mode of Study (e.g.: Full-time / Part-time on Campus, Distance Learning, etc.)</th>
<th>Qualification Obtained</th>
<th>Date of Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>From</td>
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<tr>
<td>To</td>
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</tr>
</tbody>
</table>

SECTION 5 – WORK EXPERIENCE (in chronological order)

<table>
<thead>
<tr>
<th>Date (month / year)</th>
<th>Organisation</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>From</td>
<td></td>
<td></td>
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<tr>
<td>To</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SECTION 6 – ENGLISH PROFICIENCY

English language qualifications (please attach copies of all certificates)

Awarding organisation __________________________________________________________

Award and course title _________________________________________________________

Results (including grade) _____________________________________________________

Date of award or expected award Month __________ Year __________

SECTION 7 – PERSONAL STATEMENT (Continue on a separate sheet if necessary – for MA Design Management only)

SECTION 8 – NAME AND ADDRESS OF REFEREE(S) (including post code - for MA Design Management only)

1. Name: ____________________________
   Address: __________________________
   Email: ____________________________
   Tel No.: ______________ Fax No.: __________

2. Name: ____________________________
   Address: __________________________
   Email: ____________________________
   Tel No.: ______________ Fax No.: __________

Please attach two reference letters.

SECTION 9 – ENQUIRIES

All enquiries should be directed to the SHAPE office as follows:

Offering Campus: IVE (Morrison Hill)
SHAPE, Morrison Hill Office, Room 361, 6 Oi Kwan Road, Wan Chai, Hong Kong
Tel: 2835-7472 Fax: 2835-7471

Offering Campus: DILWL and Wan Chai Campus
SHAPE (DILWL) - Kwun Tong Office, Room 431, 25 Hiu Ming Street, Kwun Tong, Kowloon, Hong Kong
Tel: 2727-9570 Fax: 2727-9575

Offering Campus: IVE (Kwun Tong)
SHAPE (DILWL) - Kwun Tong Office, Room 431, 25 Hiu Ming Street, Kwun Tong, Kowloon, Hong Kong
Tel: 2727-9570 Fax: 2727-9575
SECTION 11 – TUITION FEE PAYMENT AND REFUND ARRANGEMENTS

1. The programme fee for BA (Hons) Fine Art, BA (Hons) Landscape Architecture, BA (Hons) Product and Furniture Design is HK$91,600. This consists of a registration fee of HK$3,500 and a tuition fee of HK$88,100. The tuition fee is payable in 2 instalments and will be collected within 1 month before the commencement of the semester.

2. The programme fee for BA (Hons) Interior Architecture and Design is HK$91,600. This consists of a registration fee of HK$3,500 and a tuition fee of HK$88,100. The tuition fee is payable in 2 instalments for full-time programme and 4 instalments for part-time programme. Each instalment will be collected within 1 month before the commencement of the semester.

3. The programme fee for MA Design Management is HK$118,500. This consists of a registration fee of HK$3,500 and a tuition fee of HK$115,000. The tuition fee is payable in 4 instalments and will be collected within 1 month before the commencement of the semester.

4. If you accept the offer, you should pay the registration fee and the 1st instalment of the tuition fee in full before the deadline stated in the offer letter to complete the registration procedures.

5. All fees paid less application fee will be refunded if the programme is withdrawn or not offered.

6. On premature cessation of the programme, all fees and charges that have been collected in respect of any part of the programme failing to be conducted on or after the date of the cessation will be refunded within 1 month of the premature cessation.

SECTION 12 – APPLICATION FEE PAYMENT

Apply before application deadline to enjoy application fee waiver. For terms and conditions, please refer to the programme booklet or visit www.shape.edu.hk.

The application fee is HK$200 and is NON-REFUNDABLE.

Please indicate your payment method with a “✓” and glue the original payment receipt in the box provided.

If the application fee is paid by ATM (Automatic Teller Machine) Transfer Services, please follow the instructions below in making payment:

**HSBC & Hang Seng Bank ATM**
- Select “Bill Payment Service”
- Select “Education – Others”
- Select “Vocational Training Council”
- Enter Type: “01”
- Enter Payment Number: please see payment number below
- Enter Amount: HK$200

**JETCO ATM**
- Select “JET Payment”
- Enter Merchant Code: “9151”
- Enter Type: “01”
- Enter Payment Number: please see payment number below
- Enter Amount: HK$200

Payment Number for ATM Transfer Services:

<table>
<thead>
<tr>
<th>Campus of Your Programme Choice</th>
<th>Payment Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>IVE (Kwun Tong)</td>
<td>9700006</td>
</tr>
<tr>
<td>IVE (Morrison Hill)</td>
<td>9700008</td>
</tr>
<tr>
<td>DILWL and Wan Chai Campus</td>
<td>9700011</td>
</tr>
</tbody>
</table>

If the application fee is paid at 7-Eleven, the QR code for payment at 7-Eleven is shown below.

Campus of Your Programme Choice: IVE (Kwun Tong)

Campus of Your Programme Choice: IVE (Morrison Hill)

Campus of Your Programme Choice: DILWL and Wan Chai Campus

Please glue the original receipt here.

***Application form without attaching the original payment receipt WILL NOT be processed.***

***Please DO NOT send in any cheque or cash. We WILL NOT deposit the application fee on your behalf.***
SECTION 13 – SOURCE OF KNOWING SHAPE PROGRAMMES

From which of the following sources have you heard about SHAPE programmes? Please indicate your source(s) with a “✓” in the appropriate boxes (You may select more than one.):

- SHAPE Website
- SHAPE Prospectus / Leaflets
- Consultation Day
- Classmates / Friends
- SHAPE Website
- VTC Lecturers
- Information Panels
- Education Fair
- Others (Please specify: )
- Yahoo / Google Keyword Search
- Newspaper / Magazine (Title: )
- Website / Mobile app advertisement

Do you wish to receive information in relation to any programmes, admission and events of the School for Higher and Professional Education, member institutions of the Vocational Training Council and the Birmingham City University?

- YES
- NO

SECTION 14 – DECLARATION (Application form without signature will not be processed)

1. I declare that the information given in the application is, to the best of my knowledge, accurate and complete. I understand that this information will be used in the admission process of the programmes offered by the School for Higher and Professional Education and the Birmingham City University.

2. I authorise the School for Higher and Professional Education and the Birmingham City University to obtain, and the Vocational Training Council (VTC) to release, information about my student record in the member institutions of the VTC for the purpose of processing this application.

3. I authorise the School for Higher and Professional Education and the Birmingham City University to use my data to carry out checks on multiple applications and checks on records of current and previous studies in the member institutions of the VTC.

4. I authorise the School for Higher and Professional Education and the Birmingham City University to release, further academic information or official student records if necessary, and / or where my work experience is relevant, to verify my employment records, for the purpose of making an informed decision about my application.

5. I understand that, upon my registration in a programme in the School for Higher and Professional Education and the Birmingham City University, the data contained in the application form will become part of my student record and may be used for all purposes relating to admission, registration, academic and administrative communication, alumni management and contacts, research, statistical and marketing, including direct marketing. The School for Higher and Professional Education may disclose and / or transfer my student data to VTC, including its member institutions and institutes, and any other third parties such as government departments, organisations, institutions, agencies, service providers in relation to the above purposes.

6. I understand that the School for Higher and Professional Education and the Birmingham City University may use my application data for statistical purposes. The application form and other related personal information will be disposed of after the completion of the 2019/20 admissions exercise. Nevertheless, if I have indicated in Section 13 that I wish to receive information from the School for Higher and Professional Education and the Birmingham City University, my application data will be retained.

7. I understand that in accordance with the Personal Data (Privacy) Ordinance, I have the right to request access to, and the correction of my personal data. I should submit written request to the School for Higher and Professional Education at Room 008, Academic Block, 30 Shing Tai Road, Chai Wan, Hong Kong if I wish to access or make corrections to my data.

8. I fully understand the Intellectual Property Policy (the Policy) indicated at www.shape.edu.hk (Admission → Point to Note) which is applicable to students of all VTC member institutions. I understand and agree that adherence to the Policy is a condition of continued enrolment and graduation.

9. I understand that provision of any false or misleading information therein shall lead to DISQUALIFICATION of application without notice and cancellation of any resulting registration. Any fees paid will NOT be refunded.

Applicant’s Signature:  
Date: 

CHECKLIST FOR APPLICANT

Before submitting your application, please check if you have:

- Completed the form in full.
- Signed and dated the form.
- Enclosed copies of relevant academic documents and transcripts.
- Enclosed a personal statement (for MA Design Management only).
- Enclosed two reference letters (for MA Design Management only).
- Enclosed the original receipt of application fee payment.
- A waiver of application fee may be granted to eligible applicants. For details, please visit www.shape.edu.hk.