

# Mentorship Programme

under HKDA Education Scheme



HKDA  
香港設計師協會

*Mentee Recruitment  
Online Application  
Starting Now!*

# Mission & Vision

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Hong Kong Designers Association (HKDA) is obliged to set a role model for the young generation and groom future leaders for the creative industry in Hong Kong. Mentorship programme was established to provide a platform for mutual exchanges between practicing experienced designers, young designers and design students.

We also use Mentorship Programme as means to promote design related topics, to a wider group of audience who are interested in integrating innovations to the field of arts, business, technology, culture and society, by sharing the insights and outcomes of the projects led by groups of experienced designers (mentors) and young apprentices (mentees) on HKDA social media channels.

# Benefits to Mentees

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YOU will gain from the Mentor's expertise;

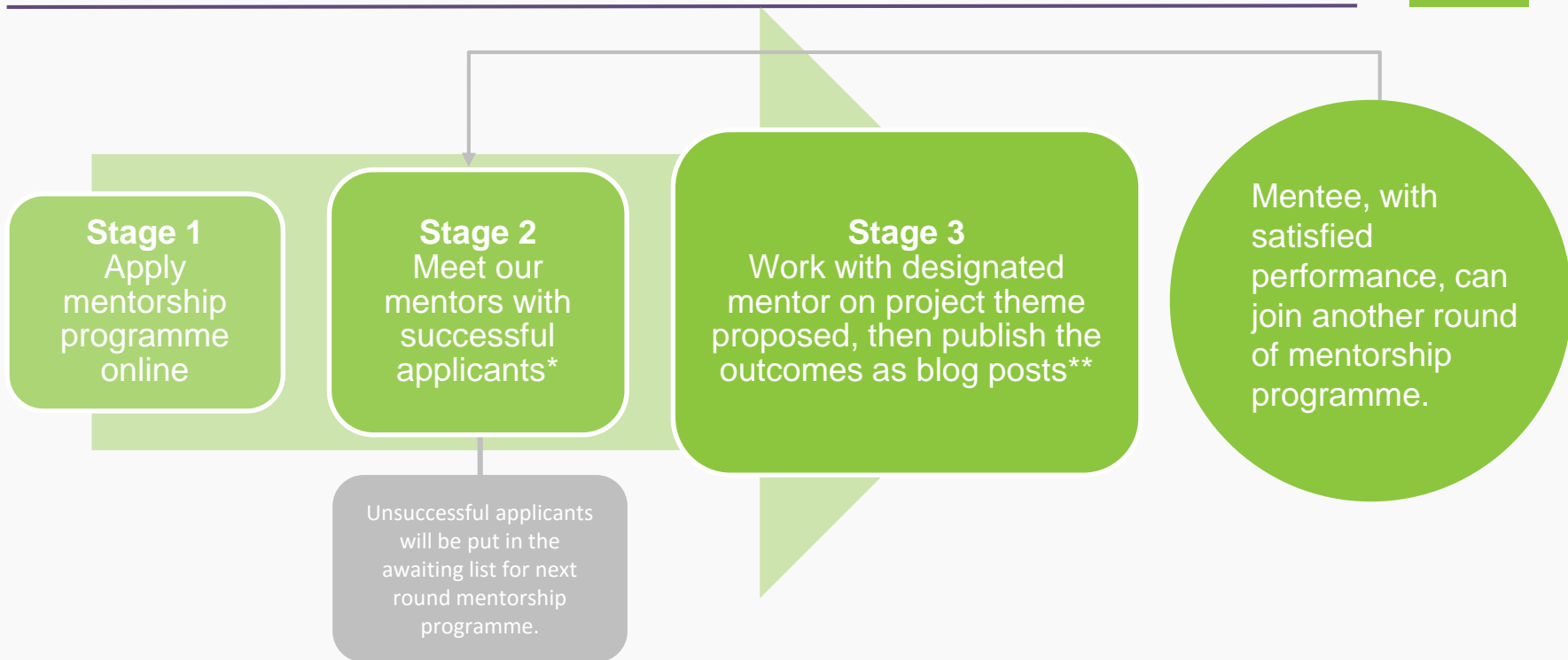
YOU will expand your professional knowledge;

YOU will become a columnist under HKDA's social networking platform;

YOU will build up networks for future career development;

YOU will receive reference letter from HKDA upon completion of the programme.

# How does mentorship program work?



\* The HKDA mentorship programme is free of charge, however, all successful applicant needs to enrol for an existing membership scheme under HKDA.

\*\* The duration of each mentorship programme will last around 4 months, during which mentees are required to publish 5 blog posts with the guidance of designated mentor.

How does it work?

# Eligibility Criteria for Joining Mentorship Programme as Mentee

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Current design student, fresh graduate, and young apprentices (with less than 3 years professional experience), are eligible to apply for the mentorship programme. However, candidate with other background and qualification can also be considered.

Further portfolio review and/or interview may be required, and applications are subject to HKDA's Executive Committee (EC) final approval.

The mentorship programme is free of charge. However, upon acceptance of offer, mentees are required to enrol for an existing membership scheme under HKDA during the mentorship period. Details of membership are available at HKDA website ([Join Membership](#))

With satisfied performance, mentee can apply for another round of mentorship programme.

How does it work?

## Mentorship Period

The duration of mentorship programme is around 4 months  
(The 1<sup>st</sup> Round is starting from Jan to Apr 2016)

## Matching Arrangement

1 Mentor will lead 3 Mentees.

Matching arrangements\* are based on both mentors and mentees' expertise and expectations.

*\*All matching arrangements are subject to HKDA EC's final approval*



How does it work?

# Programme Arrangements



The first meeting between Mentors and Mentees will be arranged by HKDA.

Throughout the programme, Mentors and Mentees are given the discretion to decide on the mentorship project topics, arrangements and meetings.

While no specific regulations are in place, the Mentors and Mentees are encouraged to meet at least two times throughout the programme, apart from regular phone/email/etc communications, so that the objectives of the programme can be fulfilled.

Mentors and Mentees are to share their mentorship experience, findings and insights on a chosen design related topic on the social media platforms provided by HKDA.

How does it work?

# Mentees' articles will be shared on HKDA social media channels



The Hong Kong Designers Association was founded in 1972. We are the biggest designers association in Hong Kong

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By Year Mentorship Programme Join the Mentee Full list of HKDA member | Mentees

**1 Nov 2015** Mentorship Programme - My dairy life as mentee with my mentor, Eric Chan  
By Andrew Martisse

**20 Oct 2015** Mentorship Programme - My dairy life as mentee with my mentor, Sun Law  
By Nic Wong

**14 Oct 2015** Request for Proposal - Design Consulting Services and Building the Web-platform for Registration / Call for Entries for HKDA Global Design Awards (GDA) 2016

**13 Oct 2015** Request for Proposal - Creative & Design Consulting Services for HKDA Global Design Awards (GDA) 2016

**13 Oct 2015** Mentorship Programme - My dairy life as mentee with my mentor, Benny Au  
By Victor Parker

**26 Sep 2015** Mentorship Programme

**Mentorship Programme**  
Under HKDA Education Scheme Coming soon in Oct 2015

Hong Kong Designers Association

Hong Kong Designers Association  
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【Seamlessly Blending into...】



# Mentors' Profiles and their project themes

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Polly HO (Fashion design)

James LAW (Architecture)

Jasman PANG (Visual communication design)

Eugene SZE (Product design)

Mandy TSANG (Motion graphics)

Bruce WAN (Education & Interactive media)



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Mentor profile

# Polly HO (Fashion Design)



Loom Loop is a design partnership between Polly and Andy were inspired by a trip to Guangzhou, the couple discovered an interesting heritage Guangzhou fabric. The duo thus decided to leave their jobs to achieve their dreams in fashion. Designer Po graduated from Hong Kong Polytechnic University who also studied in The University of Central England and worked for Misa Harada Millinery in London.

Project theme

# Chinese Style Clothing

Polly HO



Chinese style clothing is no longer popular in the recent decades. So why we all dress like western style now? Should a Chinese dress up in Chinese style clothing? OR some kind of clothing with Chinese elements?

It seems like there are some designers and brands are trying to arouse this topic, and get more people to wear Chinese style clothing. How do you think about this? Would you wear yourself as a Chinese?

It is a good chance for mentee to re-think and find out your self-identity.

Through tutorials, discussions, each mentee is responsible to create 5 articles related to this project.

Mentor profile

## James LAW (Architecture)



James Law is the founder of international architecture and technology design firm James Law Cybertecture; smart cities company Cybertecture X; smart health company Cybertecture H; design education institution Young Cybertect Program, and NGO Cybertecture For Humanity.

James is a Young Global Leader of the World Economic Forum; a Council Member of World Economic Forum Global Agenda Council on Design & Innovation; Board Member of the Hong Kong Design Centre, Board Adviser of the Hong Kong Designers Association, and Member of Hong Kong Trade Development Council Real Estate Advisory Board, and frequent TED speaker.

Project theme

# Cybertecture – Smart Cities

James LAW

Cities accommodate more than 50% of the world's population, and this is increasing during 21<sup>st</sup> Century. Architects will be challenged to understand, research, innovate and design new cities that will need to be smarter. Our mentorship theme is Cybertecture – Smart Cities, in which we will together explore the issues facing cities, and the potential designs that may have the greatest impacts on the future of cities.



Mentor profile

# Jasman PANG (Visual Communication Design)



Jasman was the Creative Director in different kinds of business field, such as media, design & marketing industry. During her bachelor second year, she started up her own design house in Sydney Australia. In April 2007, Jasman was invited by IME Group Pty as co-operational partner and Creative Director, to establish a “NEW” Chinese lifestyle magazine in Sydney till 2012. After back to hometown, Jasman was a part time Lecturer in University of Huddersfield and held a position under the department of graphic design at CBCC . Additionally, she also was a part time Lecturer in HKDI for teaching arts & culture studies.

Moreover, she is a visual artist and independent designer.

Project theme

# The power of visual communication design

Jasman PANG

Recent, the word of “visual communication design” seems to replace the word of “graphic design” in design industry. Any reasons on it? In this mentorship programme, we will discuss the power of visual communication design in design and marketing industry. If you want to discover the secret of it, don't miss out the chance!

The theme is going to cover the interactivity between users learning and designers thinking; the narrative of storytelling; application on transmedia and aesthetic on visual design.

Upon successful completed those topics, you will be able to demonstrate clearer understanding and dynamic learning of visual communication design.



Mentor profile

## Eugene SZE (Product Design)



Eugene Sze was born in Hong Kong. He graduated from the Hong Kong Polytechnic University majoring in Industrial Design in year 2000. Eugene has had experience at different levels of design and product development in corporations of various scales. In year 2006, he started working as an independent design consultant and has been providing services for world-renowned companies and brands, such as Philips Design, Nissin Digital, Freudenberg Household Products and Hong Kong Polytechnic University, among others.

Inspired by legendary martial artist Bruce Lee, Eugene founded Bewater Studio with his fellow Polytechnic University graduates Kylie Yu and Fai Chan in 2008. One of their designs, “Mellow Condiment Set” has been granted “iF product design award – gold” and “red-dot: best of the best”, while “Swoosh kitchen utensil set” has been awarded “red-dot: product design award”.

In year 2013, Eugene has been granted “Ten Outstanding Designers Award 2013” by the Hong Kong Communication Art Centre.



Project theme

# Vernacular Design in Hong Kong - Object · Concept · Style

Eugene SZE

Industrial design has been a staple in Hong Kong ever since the emerged of Hong Kong economy. Hong Kong has been well known for being OEM manufacturer for brands and companies from other countries, and its products have been exported all over the globe. As a local Hong Kong Designers, we can't help but ask ourselves "What is Hong Kong Design?" Can we recognize its elements? If we can't then why? And to further explore the issue, if we comparing Hong Kong with other countries of Asian Culture like Japan, Korea, China and Taiwan, Could we distinguish ourselves uniquely as "Hong Kong Design"?

Under this topic, we will try to explore the nature of "Hong Kong Design" in several aspects like objects, concepts, styles, and culture. Every mentee is responsible to create 5 articles related to this theme.



Mentor profile

# Mandy TSANG (Motion Graphics)



Mandy set out to take her profession to new ground by pursuing animation design in RMIT University, Melbourne, Australia.

After her studies she had worked for different TV stations like Stars and TVB. In order to pursue her passion in creating moving imagery, Mandy decided go freelance, and started to collaborate with different creative units and film directors in 2008. Since then she has been involved in a wide variety of projects both small and large.

During her years as a freelancer, she realized that there has been a lot of market potential for motion graphics. Being aware of emergence of digital era, Mandy envisioned that designed motion graphics would be one of the major factors of the current media revolution. With confidence in herself, Mandy joined the DIP program in 2012, and established the eMotionLAB LTD. with a mission to promote motion graphic design and to give a new definition to video solution today.

Project theme

# Motion graphic design and its skill-sets

Mandy TSANG

What is motion graphics design?

A study of the birth of motion graphics design and its impact.

Today digital era, as communication technology advances rapidly, print design evolves into motion graphics as mainstream media communication changes. Motion graphics designs are widely used in different platforms, from televisions, advertisements, internet, mobile devices UI designs, feature films and even music videos. The application of motion graphics has already penetrated the productions in advertisements and TV station ID and internet videos, its effectiveness is undeniable as it gives direct visual impact to viewers. It brought about immense impact to the ecology of traditional advertising industry. Motion graphic design benefits from the development of digital technologies, designers now can easily creates multimedia productions and its potential is limitless. So, what are the essential skill-sets that a motion designer should possess in order to win a place in the industry?

One must be equipped with the ability to conceptualize and execute stimulating motion graphics designs and also analyze and predict future trends in motion graphics design.



Mentor profile

## Bruce WAN (Education/Interactive media)



Design is an attitude and a philosophy of life rather than a profession. Bruce has been intrigued by exploring what design is rather than working as designer. The passion bought him to Paris where he got his master degree in industrial design at ENSCI – Les Ateliers. The unique opportunity allowed him to practice various fields of design in the midst of post-industrial and digital era. Instead of designing for the sake of fulfilling market needs and economic growth, he urges designers to be more reflective on potential impact of their actions to the society and environment. He is currently an assistant professor at the PolyU - School of Design in the field of interaction design. His research interest includes interaction design, design for well-being, service design, design research, design thinking, semiotics etc. Besides, he is pursuing PhD research in investigating how the design of pervasive computing can enable human flourishing through leisure and tourism activities.

Project theme

# Emerging design fields

Bruce WAN

Design is an ever changing field, it evolves dynamically over the last two decades. While the disciplinary boundaries started to fuse, new fields of practice also emerged, many of them are little known by outsiders (for example: social innovation, service design, interaction design, user-experience design, information architect, design research etc.). The emerging design field is a column reporting (new) design issues, trends and fields that happened locally and internationally but little known by general public. It is a platform for those who interested in keeping abreast of design knowledge happened around the globe.

For the first round, we will explore three design fields little known by general publics: Social (innovation) Design, Service Design, and Design research. Every mentee is responsible to create 5 articles related to the new field of design.



# Application Procedure

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Fill in the online application form

## **Mentorship Programme - Application Form**

<http://www.hongkongda.com/apply-for-hkda-mentorship-programme/>

Successful applicants will be notified by HKDA Mentorship Programme Coordinator via email. Due to limited places, applicant who do not receive any email notification will be put in the waiting list, and will be consider for the following rounds of mentorship programme.

# HKDA Education subcom team members

## Subcom leader

Gary Lam

## Working group

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Paul Lam  
Joey Lau  
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