



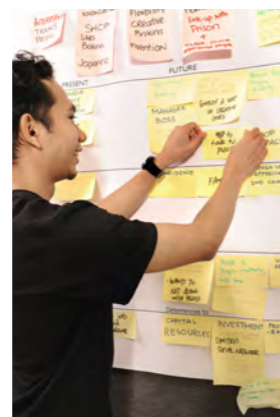
critique



design journal



peer and tutor discussion



'ideation'



presentation

Intensive design tutoring  
and critical assessment  
develop you to your fullest  
potential.



**Students' viewpoint.** "The project-based curriculum makes learning design and designing a fluid process; accompanied with close mentoring by the tutors. It is effective in moulding and growing each individual student to his or her fullest potential. Projects not only serve as design exercises to learn about scale, human interface, culture and identity, ambience and environmental concerns, but develop your unique sensibilities and skills as a designer. At the end of the education, all the students discover their personal strengths and areas of interest."

- Chen Meihua, 2008 BA(ID) graduate

# industrial design.

designing for life



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Industrial Design Programme

