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Roll up, roll up!

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SPACESHIPS DESIGNED FOR THE CIRCUS EXHIBITION PRESENTED BY GRADUATES
OF THE DEPARTMENT OF COMMUNICATION DESIGN AND DIGITAL MEDIA



ROLL UP, ROLL UP!

The graduation show presented by the HKDI's Visual Communication students was inspired by the circus world and proved that when it comes to innovation the school's creative resources run deep. DAISY ZHONG reports.

THERE WAS A LION, an elephant, a giraffe, horses, and a bear; over 100 spaceships were suspended in the air ready for a fantasy journey and a surrealistic cinema displayed graduation work projected in a big top created for a high-wire circus act.

Under the theme of "Design Circus", graduates of the HKDI's Higher Diploma programme in Visual Communication created an exhibition interspersed with a wide range of projects, completing three years of study with a colourful and graceful celebration.

"Circus is a place where we experience the most joyful moments," says Pauline Hall, a lecturer in the HKDI's Department of Communication Design and Digital Media. "The students wanted visitors to enjoy a journey that provided a playful and exciting design experience, instead of just showing their work in a traditional exhibition."

Divided into five areas, the exhibition used a minimalist colour scheme to enhance the exciting circus atmosphere, creating an inspiring mix and match.

Visitors could start viewing the exhibits by imaging themselves on a spaceship journey, or they could



enter a gallery showing work by students of photography, or a theatre with an oversized magic hand illuminated from within, surrounded by stepladder seats that displayed the graphic work of students who entered the programme from form 7.

At the heart of the exhibition was a showcase of performing animals made with a wooden frames covered in paper and finished with PVA glue and emulsion paint. Each of the five animals took 4 to 5 days to make and was created by a team of ten students. The animals were displayed in the midst of student design projects. The tour ended with an impressive video projection in the high-wire theatre.

The wide-ranging graduation exhibition showcased illustration



and book design, branding and promotional design, photography as well as the newest user interface designs for smart phone apps and websites. It also featured different kinds of creative promotional videos, music videos, film trailers and short films. "This year, many students showed a strong social concern for the community," says Hall, "To name just a few, the topics of student projects included cyber bullying, mindful eating, the heritage of Cantonese opera, single women in Hong Kong, Gothic culture in Hong Kong, and many more."

Other teams created projects inspired by LOHAS (Lifestyle of Health and Sustainability), bamboo usage, the promotion of organic cotton, and the "Pantone" colour spectrum of Hong Kong.

Hall says she was impressed by many of the projects. As a lecturer she witnessed how the course enabled students to extend their creativity from reality to an imaginary world, and from narrative storytelling to visual effects and visualisation.

"In the final year project, they have to define their

own project theme, research, experiment and work out a possible design solution in a self-designated media within a very uptight schedule. They needed to handle every detail from creative ideas to production. It is all about integrating design, graphics, typography, photography and art direction into their project and they have shown their competence to a professional standard through a wide range of skills".

ABOVE AND BELOW PAPER PRODUCTS DESIGNED BY GRADUATING STUDENTS



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