



March 2022

News - Opening of HKDI Centre for Communication Design

Follow this and additional works at: <https://repository.vtc.edu.hk/ive-de-signed>



Part of the [Art and Design Commons](#)

Recommended Citation

(2022) "News - Opening of HKDI Centre for Communication Design," *SIGNED: The Magazine of The Hong Kong Design Institute*, 6-7.

Available at: <https://repository.vtc.edu.hk/ive-de-signed/vol26/iss26/5>

This Article is brought to you for free and open access by the Design at VTC Institutional Repository. It has been accepted for inclusion in SIGNED: The Magazine of The Hong Kong Design Institute by an authorized editor of VTC Institutional Repository. For more information, please contact wchu@vtc.edu.hk.

News2weH

Opening of HKDI Centre for Communication Design

HKDI 傳意設計研究中心隆重開幕



The long awaited Centre of Communication Design at HKDI opens its door to students and faculty on October 7, 2021. From now on, it will become a powerful platform enabling students, faculty and industry partners to collaborate on live projects.

備受期待的傳意設計研究中心終於在 2021 年 10 月 7 號向香港知專設計學院師生開啟大門。傳意設計研究中心為香港知專設計學院轄下的應用研究和專業顧問團隊，致力擴展傳意設計中各領域的知識。



Centre for Communication Design (the Centre), as an applied research and consultancy hub, bridges theory with real world practice by tightly integrating practice, research, teaching and outreach activities. It also brings new knowledge and industrial input into Communication Design curricula.

The Centre also features Hong Kong Graphic Archive, a physical and digital archive that houses an eventual collection of around 30,000 historically significant graphic design artefacts. The archive is also integrated into curricular teaching. This great resource was made possible by the generous contributions



from graphic designer and collector Mr John Wu. Mr Wu and the archive share the same objective to nurture future generations of designers by providing them with access to iconic and historically significant artefacts.

The archive includes an extensive collection of graphic design artefacts from the 1940s to the 1990s including advertising, packaging, brand identity, typography, information design, corporate communications and stationery from various industries. It also features valuable historical collections of artefacts from established brands such as HSBC,

MTR, Shaw Brothers and Louie Ming Cheun medicine, amongst others.

An online database of the archive is also available at www.graphicarchive.hk, which will aid in the promotion of visual heritage of Hong Kong. Visitors can also expect regular public exhibitions, talks and workshops on themes relating to visual culture.

On the occasion of the opening of the Hong Kong Graphic Archive, it showcases an exhibition of 100 artefacts to illustrate the breadth of the graphic scene in Hong Kong in the past several decades. Visitors get a chance to behold matchboxes from restaurants, bars and clubs; artwork and prints of advertisements and packaging from Louie Ming Chun medicine; working drawings of set designs from Shaw Brothers (Hong Kong) Limited's period



films; menus and various print collaterals from the Tak Yu Restaurant; a selection of Cantopop cassette tapes from the 1980s and 90s; and a working demonstration of 'Double Pigeon' Chinese typewriter.

The Centre conducts applied research and consultancy projects on how people interact with graphic communications.

In the past, the Centre has collaborated with organisations such as HSBC and Founder Type in Beijing on applied research and consultancy projects. The Centre uses the Tobii eye-tracking system to understand how people visually engage with print communications, screen-based documents, videos and interfaces as well as physical environments.

Another special feature of the Centre is Rennie's Mill Press. It is a print culture and publishing workshop that authors, edits, designs and produces publications on various topics, in particular titles related to visual culture. It is equipped with letterpress, Risograph and screen printing facilities for students to experiment with different printing processes and their applications in graphic communication.

傳意設計研究中心(下稱中心)匯聚了實踐、研究、教學及外展等活動，是教職員、學生與合作機構間的知識交流平台。中心為一個與學系緊密聯繫的知識交匯點，是實踐理論的橋樑。於此，教學課程融會於專業的應用研究項目中，透過與各業界夥伴合作開創專題項目及實習機會，令學生獲得更多就業技能。

中心同時擁有香港視覺傳意資料館。資料館預計存儲約三萬件擁有歷史意義的傳意物料。資料館也向專師生開放並融入課業內容中。這一寶貴的資料庫館藏由平面設計師、收藏家兼香港視覺傳意資料館顧問 John Wu (胡兆昌先生) 慷慨捐贈。資料館藏有 1940 至 1990 年代的大量文物，包括廣告、包裝、品牌形象等設計。HSBC、MTR、邵氏兄弟等知名企業的歷史文物都有收藏。

為幫助宣傳香港的視覺文化，資料館設立了一個公開的網上資料庫 (www.graphicarchive.hk)。參觀者可期待中心及資料館未來將會舉辦公開展覽、講座以及工作坊等，對視覺文化有興趣的人仕敬請期待。

在資料館開放之際，同期開放一個約 100 件藏品的展覽。展覽體現了香港過去幾十年來視覺傳意設計的深度及廣度。廣告設計、包裝設計、電影場景設計草圖等皆被展出。中心亦提供應用研究及顧問服務，曾與 HSBC 以及 Founder Type 等公司合作。

中心另一有趣元素則是照鏡環印社。它是一個印刷文化和出版工作室。照鏡環印社編著、設計及出版關於視覺文化的刊物，亦為師生提供活版印刷、Risograph 數碼孔版油印和絲網印刷等設備，給學生實踐傳統印刷的機會，幫助他們思考如何將其運用於嶄新的傳意設計中。