UNIVERSITY OF SAINT JOSEPH
FACULTY OF CREATIVE INDUSTRIES

DESIGN PROGRAMME

2015

FACULTY OF CREATIVE INDUSTRIES

Álvaro Barbosa, PhD :: DEAN OF THE FACULTY OF CREATIVE INDUSTRIES

The field of Creative Industries represents an innovative paradigm for our contemporary knowledge-based society, closely associated with recent trends in cultural activities, digital technologies, and sustainable urban development.

The University of Saint Joseph is a leading international university in China's Special Administrative Region (SAR) of Macau, where the creative and cultural industries are acknowledged as a strategic area for the development of a vibrant and pioneering cluster of businesses and entrepreneurs.

Created in 2012, the new Faculty of Creative Industries integrates some of the most successful programs of our university, ranging from the most traditional subsectors of the Creative Industries, such as Design, Architecture, and Communication & Media, to new fields of study that increasingly converge on the creative domain, such as Information Systems and Environment & Urban Development.

Some of our programs, such as Architecture, are unique within the higher education system of Macau, but above all, the integration of each these areas within the same faculty provides a unique multidisciplinary community in which students have access to exceptional education opportunities and a work environment that allows them to extend their abilities to the utmost.

With our community of students and academic staff, sited within the exponentially growing entertainment and business environment of Macau, USJ is rapidly becoming a leading university in the field of Creative Industries in East Asia.

DESIGN PROGRAMME

Thomas Daniell, PhD :: HEAD OF THE DEPARTMENT OF ARCHITECTURE AND DESIGN

As Macau completes its shift from a manufacturing-based economy to an almost entirely service-based economy, the design disciplines are becoming central to the city's ongoing economic diversification. Adjacent to the manufacturing zones of the Pearl River Delta (the "factory of the world") Macau is ideally positioned to develop the intellectual and creative capital for new types of design. While South China's status as a world-class manufacturing centre has been based on foreign OEM (original equipment manufacturing) products, there is now a rapid shift toward ODM (original design manufacturing). For local designers, there are incredible opportunities to create and commercialize innovative proposals for the domestic and international markets.

Founded on an appreciation of the importance of sustainability and resource conservation, the Design Program comprises a wide range of techniques, with a particular focus on graphic design, product design, interaction design, and interior design. Design studios and lecture-based modules are taught by a mixture of local faculty members and eminent visiting professors. All are internationally recognized professionals, providing the opportunity for students to develop design skills in a global context. The program encompasses the creative and technical abilities necessary to become a competent professional in Macau and the wider world. The curriculum emphasizes ethics as well as expertise, requiring students to constantly evaluate the consequences of their work on the human environment and society. Our graduates are good designers, but also good citizens.

STUDY PLAN

YEAR 1

14 MODULES | 39 CREDITS

LANGUAGES

ENGLISH I–IV

CORE

KNOWLEDGE AND HUMANITY

THINKING AND REASONING

MAJOR & ENRICHMENT

DESIGN LAB - COMPUTER BASED DESIGN MODELING

GENERAL MATHEMATICS I

GENERAL MATHEMATICS II

ART - LIFE DRAWING

DESIGN STUDIO - GRAPHIC AND INTERACTIVE DESIGN PRACTICE

DESIGN LAB - PHYSICAL MODEL MAKING

DESIGN STUDIO - DESIGN HISTORY & THEORY

DESIGN STUDIO - SKETCHING & ENGINEERING DRAWING

YEAR 2

15 MODULES | 36 CREDITS

LANGUAGES

ENGLISH V–VIII

CORE

LIFE AND SCIENCE

LIFELAB

MAJOR & ENRICHMENT

DESIGN LAB - ENGINEERING MATERIALS

PROBABILITY AND STATISTICS

PROGRAMMING

DESIGN STUDIO - DESIGN THINKING & SYSTEMATIC CREATIVITY

PROGRAMMING, AN INTRODUCTION

ART – METALWORKING

ART - CERAMICS AND SCULPTURE

DESIGN STUDIO – ERGONOMICS

ART – WOODWORKING

YEAR 3

15 MODULES | 35 CREDITS

LANGUAGES

PORTUGUESE I–IV

CORE

MACAO STUDIES

WORLDLAB

MAJOR & ENRICHMENT

DESIGN LAB - MANUFACTURING PROCESSE

DESIGN LAB - DESIGN FOR MANUFACTURE

DESIGN LAB – ANIMATION

DESIGN STUDIO - INTERIOR DESIGN PRACTICE

DESIGN LAB - STATIC & DYNAMICAL SYSTEMS

ART - DIGITAL PHOTOGRAPHY & VIDEO

MARKETING FOR ENTREPRENEURS

ART - DRAMA & DANCE

PROJECT MANAGEMENT

YEAR 4

15 MODULES | 42 CREDITS

LANGUAGES

PUTONGHUA I–IV

CORE

BUILDING COMMUNITIES

DIRECTED READING

MAJOR & ENRICHMENT

DESIGN STUDIO - PRODUCT DESIGN PRACTICE

DESIGN STUDIO - AUTOMOTIVE DESIGN PRACTICE

DESIGN LAB - VIRTUAL ENVIRONMENTS

INTERNSHIP

DESIGN MANAGEMENT & PROFESSIONAL PRACTICE

ENTREPRENEURSHIP

ART - FREE EXPRESSION I

ART - FREE EXPRESSION II

PORTFOLIO

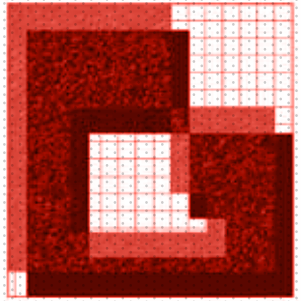
4 Years Programme | Full-time (day) | 152 Credits
International and interdisciplinary environment.

GRAPHIC DESIGN

Front

Back

The portfolio is a carefully designed visual and textual presentation of the unified body of work of a student, incorporating their full range of projects, skills, and vision. It is a synthesis of all modules and topic areas within the course (design, technology, history, theory, communication) and a holistic means of assessing student achievements. As the most important document for demonstrating the quality and competency of the individual designer or architect, the portfolio is used nationally and internationally for entry into design or architecture schools, postgraduate study programs, and into professional practice. Students must demonstrate through the verbal and visual presentation of their portfolios that they can consciously determine a direction for their work, and assume responsibility for their continuing education.



GABRIEL MARQUES

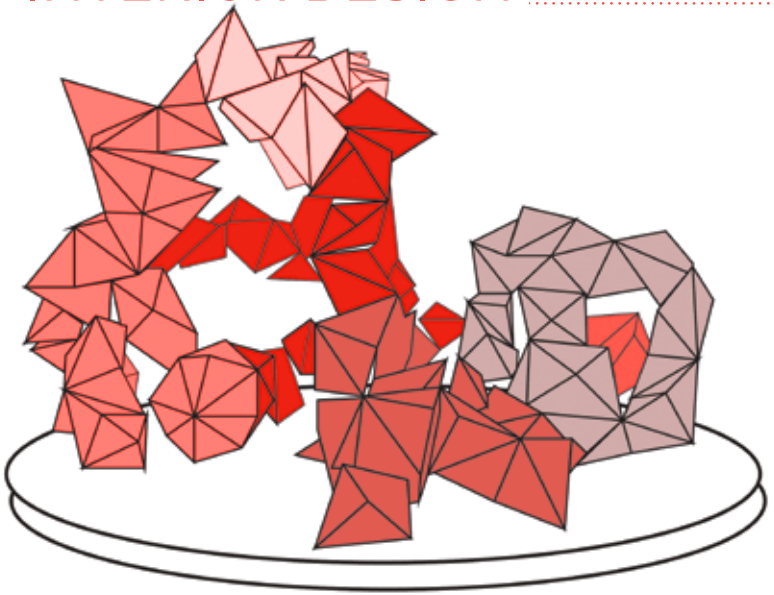
INTERACTION DESIGN

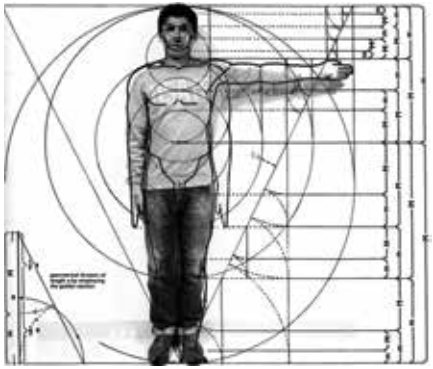
This module will act as an introduction to the graphic and interactive (digital) design fields. It will assist students with an understanding of graphic and digital products, having in consideration, technologies and relevant complex applications that are necessary for creating visually dynamic and graphic user-interfaces. The module requires that students identify specific problems in cutting-edge products and encourages active participation in a variety of exercises using specific guidelines and principles.

PRODUCT DESIGN

This studio was developed as a design studio and fabrication lab. Students engaged in an intense iterative design process, performing all steps from concept through to sketching, model-making, 3D rendering, 3D printing, technical drawings, building plans, and fabrication of a prototype. The main assignment was The Stool: a project to design and build an essential seating device, simultaneously utilitarian and desirable, an icon able to enhance the surrounding environment. Students were challenged to rethink the form, function and perception of the Stool from a contemporary perspective, and to propose original concepts. Central to this project was the exploration of new design possibilities for informal seating as a strategy for expanding its role and relevance in contemporary daily life.

INTERIOR DESIGN





This studio focused on the relationships between interior spaces, furnishings, and human occupants, providing a fundamental understanding of the importance of ergonomic scale, space allocation, and furnishing placement. Materials and colors were also examined, together with floor, wall, window, and ceiling treatments. Students examined the "microenvironments" of integrated resorts, specifically the spaces of the casino, restaurant, and hotel. A similar process of analysis was applied to the perceived relationships between guests and furnishings that define the "microevents" in these interior environments. Based on their analyses of room layout, furniture sizes, and circulation routes, students were asked to create a solid geometric module, scaled to a particular size, which was then clustered or "packed" to create an interior space. The individual forms could be placed at any angle in any combination, but always at the same size, to "build" an interior space. The emphasis was on the hybridity of the larger forms and spaces made from a single, small module.


COOL
IN
THE

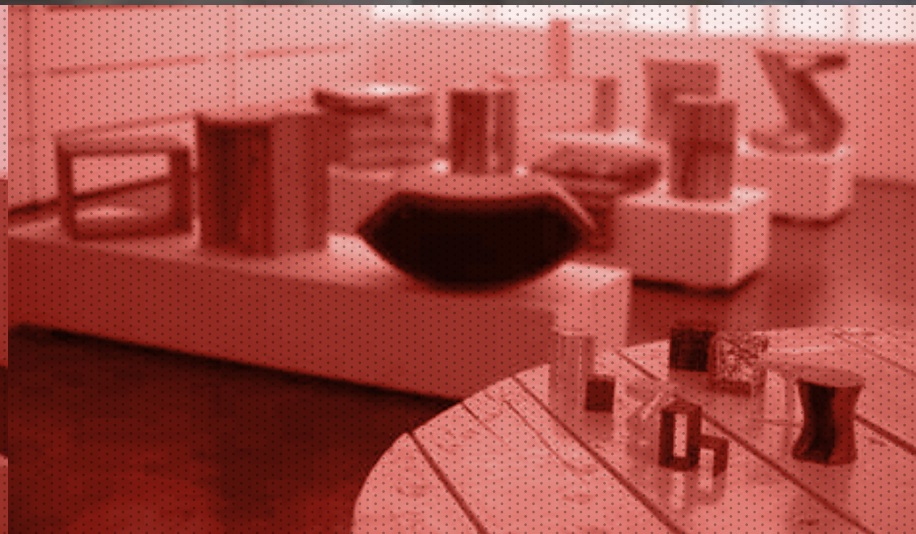
STUDENT WORKS

REBOOT: GRADUATION

REBOOT is an exhibition of work produced by design students from the Faculty of Creative Industries at the University of Saint Joseph during the 2013–2014 academic year. It represents a reinvigoration of the USJ Design program, bringing it more closely in alignment with international academic standards while simultaneously making it more relevant to our specific location in Macau and East Asia as a whole. Adjacent to the manufacturing zones of South China and the Pearl River Delta (the "factory of the world") Macau is ideally positioned to develop the intellectual and creative capital for radically new types of design. The work on display here comprises an attempt to rethink aspects of our everyday environment from first principles, and thereby trigger a subtle, ongoing revolution in the quality of life for the citizens of Macau.

STUDENT WORKS

REBOOT: THE STOOL



GDIDI WORKSHOP

In April 2014, a group of USJ Design students travelled to Guangdong for a one-week long workshop at Guang Dong Industrial Design Institute (GDIDI). Organized as part of the second-year design studio, this was a fabrication workshop in which students attended tutorials on different production methods and developed the fabrication skills necessary to produce their prototypes.

ALUMNI

MARIANA INÁCIO
Designer

THERESA LAM
Product Designer

CÍNTIA LEITE
Creative Director
MAMILK STUDIO

HERMANA HEONG
Graphic Designer
WHYDESIGN LTD

:: BRAND DESIGNER
:: CREATIVE DIRECTOR
:: DIGITAL MULTIMEDIA DESIGNER
:: DESIGN THINKING CONSULTANT
:: FASHION DESIGNER
:: GRAPHIC DESIGNER
:: INTERACTION DESIGNER
:: INTERIOR DESIGNER
:: PRODUCT DESIGNER
:: SET DESIGNER

This degree leads to a career as a professional designer in a wide range of professional fields, with a particular focus on graphic design, product design, interior design and interaction design.

CAREER PATH

TEACHING STAFF

FULL-TIME

ÁLVARO BARBOSA
:: DEAN OF THE FACULTY OF CREATIVE INDUSTRIES

THOMAS DANIELL
:: HEAD OF THE DEPARTMENT OF ARCHITECTURE AND DESIGN

JOÃO GARROT
:: ASSOCIATE PROFESSOR

JOÃO CORDEIRO
:: ASSISTANT PROFESSOR

NEENA THOTA
:: ASSISTANT PROFESSOR

BERNARD TAN
:: SENIOR LECTURER

DIOGO TEIXEIRA
:: SENIOR LECTURER

FILIPA MARTINS DE ABREU
:: SENIOR LECTURER

GERALD ESTADIEU
:: SENIOR LECTURER

NUNO SOARES
:: SENIOR LECTURER

TOMÉ QUADROS
:: SENIOR LECTURER

PART-TIME

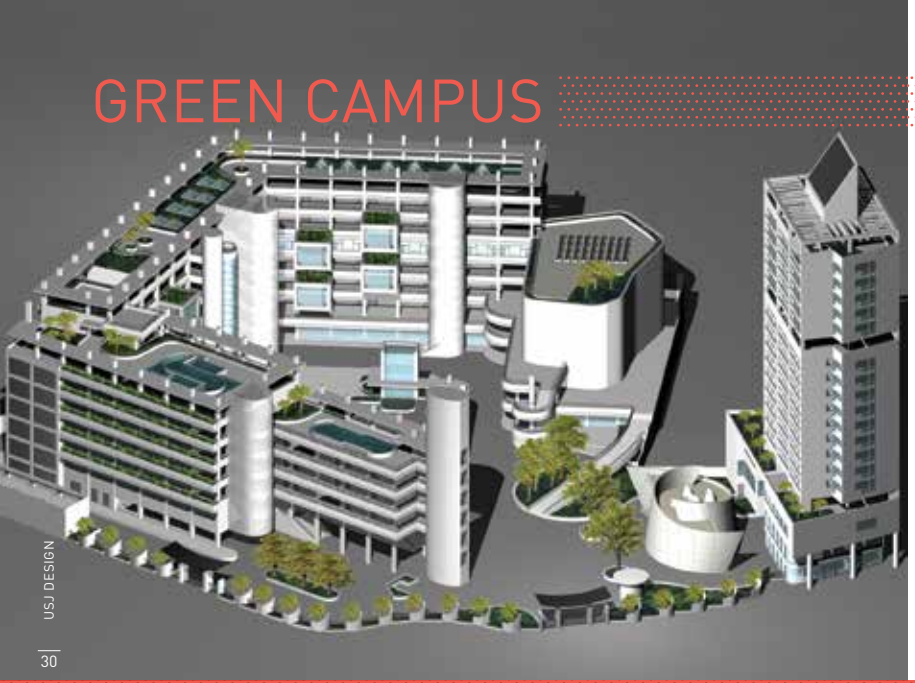
ANA CARDOSO
CRISTINA DIAS
CHRISTOPHER KALTENBACH
DYLAN KWOK
FILIPA SIMÕES
FILIPE CASTRO SOEIRO
GIL ARAUJO
JOÃO SEABRA
JOSÉ MARIA RICHARDSON
KARIM JABBAR
LOÏC FAULON
MARINA PERES

Design studios and lecture-based modules are taught by a mixture of local faculty members and eminent visiting professors. All are internationally recognized professionals, providing the opportunity to develop design skills in a global context.

FACILITIES

USJ design students have access to a wide range of material and equipment. In addition to the main studio spaces, there is a workshop with various tools for building models and full-scale mockups. The university library holds a good selection of design books. New iMac computers are provided in the computer lab, each of which is installed with the essential software applications for 2D and 3D design, including Adobe Creative Suite, AutoCAD, Rhino and various Open-source softwares. The fabrication studio contains state-of-the-art equipment for model making and rapid prototyping, including an Epilog Fusion 32 laser cutter, a Roland GX-24 vinyl cutter, and a ProJet 160 3D printer. The IT support team is available to provide tutorials and technical support.

GREEN CAMPUS



USJ will soon move into a new campus, which is currently under construction in the Ilha Verde district. Designed by renowned Japanese architect Koji Yagi and executed by local office MPS, the campus will be a showpiece of sustainable architecture. Based on sustainable building principles intended to minimize wastage and energy consumption, the campus technology comprises a mixture of passive systems (rainwater harvesting and recycling, ledger green strips and fins, roof gardens, low-transmission glazing) and active systems (solar panels, energy recovery in ventilation and chiller ducts, low-consumption LED lighting). It will be an inspiring location for the education of the next generation of Macau designers.

BASEMENT FLOOR PLAN

GROUND FLOOR PLAN

FIRST FLOOR PLAN

SECOND FLOOR PLAN

FOURTH FLOOR PLAN

ROOF PLAN

The USJ Bachelor of Design and Master of Design degrees enable students to develop the creative abilities and technical skills necessary to become effective and respected professionals in Macau and the wider world. Addressing the full spectrum of relevant technological, economic, environmental, social, theoretical, and historical issues, the curriculum emphasizes ethics as well as expertise, requiring students to constantly evaluate the consequences of their work on the human environment and the natural world. Founded on an appreciation of the importance of sustainability and resource conservation, the courses incorporate a wide range of approaches and techniques, with a particular focus on graphic design, product design, and interior design. The courses are taught by a mixture of local faculty members and visiting professors. All of them are internationally recognized professionals, thereby providing students with the opportunity to develop design skills for a global context.

UNIVERSITY OF SAINT JOSEPH
聖若瑟大學

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University of saint joseph

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