

Professional Certificate in The Art of Shopping Mall Design (90hrs)

65009C

The importance of designing a shopping mall is beyond the scope of dressing up the venue for shopping. The essential requirement for a successful and multi-functional shopping mall design involves the attractive facade design, material and construction techniques to harmonize the indoor and outdoor facilities and environments at every level.

The course focuses on the integration of space planning strategy, avant-garde design and services from the point of view of the users to create a social hub for the community.

Course Outline

1. Introduction of Retail & Planning Design (30 hrs) Module Code DDP4079Y
 - Mall design and shopping activities
 - The criteria of the success of a shopping mall
 - Space planning
2. Facilities, Services Provision and Interior Design Strategy (30 hrs) Module Code DDP4063Y
 - Basic concept of a shopping mall
 - Retail planning in a shopping mall
 - Case studies and assignment
3. Shopping Experience Design Studio (30 hrs) Module Code DDP4099Y
 - Project briefing and understanding of the problems
 - Idea generation
 - Design Studio

Duration: 90 hrs

Fees

Full Course: \$12,300 (90hrs)

Single Module: \$4,500 (30hrs)

Payment, Timetable & Venue: see TIMETABLE & FEES in www.hkdi.edu.hk/peec

Minimum Entry Requirements

5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or at least two years relevant work experience for mature applicant aged 23 or above.

Enquiry

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