



ss of Design week 2014

En 繁 简

[BODW 2014](#)

[WHAT IS BODW?](#)

[PROGRAMMES](#)

[REGISTRATION](#)

[SPEAKERS](#)

[SPONSORSHIP](#)

[NEWS](#)

COMMUNICATION & DESIGN

Involve, Interact, Immerse, Innovate

[← BACK TO SESSIONS & THEMES](#)

"Communication & Design" promises to be a session that will facilitate the industry in exploring ways to use design as a powerful communication tool to translate ideas. Globally-acclaimed local leaders will shed light on how they paired communication with design to create successful branding campaigns and share their experiences in using communication tools and design knowledge to take their initiatives and companies to the next level. They will also reveal how they have brought about positive changes through the invention, design and implementation of innovative methods of communicating with audiences. Be that change and seize this opportunity to learn more about information design and development in publishing, entertainment, packaging and other design disciplines!

Moderator: Keith Tam, Assistant Professor,
The Hong Kong Polytechnic University, Hong Kong

Cd
COMMUNICATION
& DESIGN

INVOLVE,
INTERACT,
IMMERSE,
INNOVATE

"Tell me and I'll forget.
Show me and I might remember.
Involve me and I will understand."
- BENJAMIN FRANKLIN -

Speakers:



[Back to the Top](#)

Hong Kong Design Centre | [About HKDC](#)
1/F InnoCentre, 72 Tat Chee Avenue, Kowloon Tong, Hong Kong
+852 3793 8441

Follow us:



For sponsorship enquiries:

[CONTACT US](#)

For general enquiries:

[CONTACT US](#)

For media enquiries:

[CONTACT US](#)

[Email](#)

[SUBSCRIBE US](#)

© 2014 Hong Kong Design Centre. All Rights Reserved.