

## “Y Class” Creative Design Courses

### 1. About “Y Class”

“Y Class” is a series of creative design courses mutually conducted by Centre for Continuing Education of the University of Macau and Chiu Yeng Culture Limited, with the key creative support from Chiii Design. “Y Class” aims to form a team with high level of excellence by inviting design specialists from Asia and Macau to be the class instructors, and will enhance students’ critical thinking skills and knowledge about design through academic and practical teaching method. The five-day creative design courses – “Y Class” focus on five design categories: Product Design, Visual Arts, Spatial Design, Visual Communication Design and Multimedia Design. “Y Class” aims to promote the education of creative design and cultivate talents to enhance their overall design capabilities and to expedite the promotion of adequate economic diversification in developing the creative industry in Macau.

### 2. “Y Class” Objectives

- To expand students’ design knowledge and increase their interest and desire to learn gradually through experience sharing from overseas and Macau design specialists;
- To help students forming their system of knowledge and acquire design skills which could be applied into the industry;
- To get to know more about the industry operation, needs and regional market trend;
- To enhance their capability of design through an intensive and effective class arrangement.

### 3. “Y Class” Courses Content

|                            |   |                              |
|----------------------------|---|------------------------------|
| Course Date & Time         | : 11 <sup>th</sup> to 15 <sup>th</sup> July 2017  | 10:00 – 12:00; 13:30 – 17:30 |
| Location                   | : University of Macau   |                              |
| Individual Course Duration | : 30 hours  |                              |
| Course Requirement         | : Students need to achieve 80% of class attendance and attend the closing ceremony in order to acquire the course certificate offered by University of Macau. |                              |
| Tuition Fee per Course     | : MOP5,000 (Macau ID holders can use the DSEJ Continuing Education subsidy)   |                              |
| Potential Applicants       | : For interested parties  |                              |

#### ● Certificate in Social Responsibility of Product Design (Course code: 1704130519-0)

Instructors: Bob Lei | Macau | Founder of TODOT DESIGN (11<sup>th</sup> to 13<sup>th</sup> July)

Fang Jianping, Ding Fan | Beijing | Co-founder of United Design Lab (14<sup>th</sup> and 15<sup>th</sup> July)

As product design is becoming more significant, this course helps students to explore about the impact of culture and lifestyle on product design, analyzing market trends, and develop proper initiation of modifying and designing a product. The curriculum also focuses on design practice, providing individual and group assignments on local industry project which enable students to understand the needs of the society, learn to communicate and deliver design ideas, enhance professional abilities and cultural sensitivity.

Course Language: Cantonese and Mandarin

● **Certificate in Introduction to Visual Arts Language (Course code: 1704130784-0)**

Instructors: Fortes, Pakeong Sequeira | Macau | Contemporary Artist (11<sup>th</sup> to 13<sup>th</sup> July)  
Konstantin Bessmertny | Russia | Artist (14<sup>th</sup> and 15<sup>th</sup> July)

Being the latest trend of visual arts teaching, art criticism has been the hot topic not only in theory, it also encourages implementation and interactions. This course is designed for those who are interested in visual arts to explore more about arts by creating art and at the same time interact with others through art. This also aims to provide a platform to appreciate different forms and styles of artistic creations, to recognize the commercial value of art, at the same time learn to capture the beauty of it in daily life.

Course Language: Cantonese and English

● **Certificate in Design for Spatial and Sensory Experience (Course code: 1704130802-0)**

Instructors: Siza Cham | Macau | Founder of TCDI (11<sup>th</sup> to 13<sup>th</sup> July)  
Chen Feibo | Hangzhou | Founder of Bob Chen Interior Design Office (14<sup>th</sup> and 15<sup>th</sup> July)

Installations and display behavior are the most common form in commercial activity which can show the features of the service or product directly to the customers. This course is designed for those who are interested in spatial and interior design and to deepen the foundation of spatial planning, spatial plan layout, and installation design. The curriculum also aims at cultivating the ability to deliver ones' ideas and concept through a space or installation in a practical way.

Course Language: Cantonese and Mandarin

● **Certificate in Beyond Visual Communication (Course code: 1704130809-0)**

Instructors: Nono, Leong Chi Hang | Macau | Founder of Chiii Design (11<sup>th</sup> to 13<sup>th</sup> July)  
Jody Xiong | Shanghai | Founder of The Nine (14<sup>th</sup> and 15<sup>th</sup> July)

Effective communication can hit target audience directly with accurate message. This course mainly focuses on investigating the way of transferring ideas through visual identity and advertisement which includes the brand strategy and creative advertising strategy. The curriculum focuses on the ideology behind building the cooperative identity of a brand and design practices that introduce creative ways of promoting the brand philosophies.

Course Language: Cantonese and Mandarin

● **Certificate in The Generation of Multimedia Presentation (Course code: 1704130827-0)**

Instructors: Casber U | Macau | Multimedia Artist (11<sup>th</sup> to 13<sup>th</sup> July)  
Henry Chu | Hong Kong | Founder and Creative Director of pill & pillow (14<sup>th</sup> and 15<sup>th</sup> July)

Multimedia design has become more popular recently, it is not only used for business promotion, but also catches attention from tourists and local residents on preserving and reactivating cultural industries and architectures. In addition to enhancing professional digital media skills and techniques in mapping, it is also important for designers in various categories to explore the most cutting-edge technology and innovative ways to transfer ideas and open up to new dimensions.

Course Language: Cantonese

#### 4. “Y Class” Schedule

|                            | Date   | Time                            | Venue               |
|----------------------------|--|---------------------------------|---------------------|
| “Y Class” Opening Ceremony | 11 <sup>th</sup> July<br>(Tuesday)                                 | Morning                         | University of Macau |
| “Y Class” Course           | 11 <sup>th</sup> to 15 <sup>th</sup> July<br>(Tuesday to Saturday) | 10:00 – 12:00;<br>13:30 – 17:30 | University of Macau |
| “Y Class” Closing Ceremony | 15 <sup>th</sup> July<br>(Saturday)                                | Afternoon                       | University of Macau |

#### 5. “Y Class” Transportation Arrangement

Free shuttle bus between University of Macau and Regency Art Hotel (2 Estrada Almirante Marques Esparteiro, Taipa, Macau) will be arranged for the enrolled students during the “Y Class”.

#### 6. “Y Class” Accommodation Package

“Y Class” offers accommodation package to overseas students, which includes a six-night accommodation with breakfast during the course. Students need to present the course receipt of “Y Class” to enjoy the accommodation discount. For reservation and enquiry, please contact (853) 8860 8688 or email at [info@chiuyengculture.com](mailto:info@chiuyengculture.com) for more information.

#### 7. “Y Class” Course Enrollment

For enrollment and enquiry, please contact Centre for Continuing Education, University of Macau for more information.

Enrollment Period: From 30<sup>th</sup> May until 6<sup>th</sup> July 2017

Enquiries: (853) 8822 4545

Email: [cce.enquiry@umac.mo](mailto:cce.enquiry@umac.mo)

Website: <http://www.umac.mo/cce/>

Organiser



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UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU

持續進修中心  
Centro de Educação Continua  
Centre for Continuing Education

Co-Organiser



超盈文化  
CHIU YENG  
CULTURE

Art Director

**Chiii Design**

## 8. “Y Class” Instructors

### **Bob Lei | Macau | Founder of TODOT DESIGN**

The founder of TODOT DESIGN and has been employed as a lecturer at the Macao Polytechnic Institute. He had worked in Hangzhou (HESIGN DESIGN) and Shenzhen (KL&K). In 2014, he founded ULTRAWORKS and dedicated to the product development, aim at brining a unique design experience for everyone by combining avant-garde design language and fresh ideas into the products. The masterpieces of TODOT DESIGN have won some awards in exhibitions, such as Graphics (Poster Annual 2017) GOLD/SILVER, Design Intelligence Award (DIA) TOP 100, HKDA SILVER, Communication Arts, California, USA, LAHTI POSTER TRIENNIAL Jury award and Hong Kong International Poster Triennial young award, etc., and had been selected for different exhibitions, such as, International Socio-Political Poster Biennale in Auschwitz, International Triennial of Eco Posters in Kharkiv, International Poster Biennial in Mexico, International Biennale of Theatre Posters in Rzeszow, International Poster Triennial in Toyama, and International Poster Biennale in Warsaw.

### **Fang Jianping, Ding Fan | Beijing | Co-founder of United Design Lab**

Both graduated from the China Central Academy of Fine Arts in 2010, and has worked for JOYN:VISCOM and WX-DESIGN respectively. They founded United Design Lab (UDL) in 2012, and established UDL London in 2015. UDL has served the visual identity for “Wuyong”, a brand of Ma Ke, the fashion designer of China’s First Lady Peng Liyuan. Their works also include Chinese New Year window display for Empire State Building in New York and Macy’s Chicago, project planning for Conoco Phillips in United States and book design for Ullens Center for Contemporary Art (UCCA), etc. The work UDL has been awarded globally including HKDA Global Design Awards, Maurus Fraser Award, in which has won 1 Silver and 2 Bronze (2014), the Best Awards and 3 Excellence Awards of the 8<sup>th</sup> National Exhibition of Book Design in China (2013), iF Design Award in Germany (2013), Red Dot Design Award in Germany (2012), and Nomination Award of Tokyo Type Directors Club (2011 – 2014), etc.

### **Fortes, Pakeong Sequeira | Macau | Contemporary Artist**

He works as a graphic designer, illustrator, and he is also the vocalist and leader of Macau local band “Blademark”. He likes sketching to express his inner world with pictures because he was not talkative when he was a child. Gradually, he liked to draw and portray all the images and fragments, which came across his mind rapidly and temporarily, on walls. He hold his first solo exhibition ‘Mad! Mad! Mad! Fortes Sketches Solo’ in 2005. He started his career as a graphic designer and a part-time artist simultaneously after graduated from university. He became a full-time contemporary artist in 2008. In 2009, for the first time he showed up as a live impromptu creator with a permanent marker at the exhibition “Art Beijing”, he created a single-colour painting of 7.2m in width and 2.4m in height on four consecutive days. From then on, he has been travelled to many places to demonstrate his skills by using permanent markers and canvases. He has travelled to Macau, Beijing, Shanghai, Hangzhou, Shenzhen, Taipei, Hong Kong, Tokyo, Malaysia, Singapore, Lisbon, and New York, etc. He also held many solo exhibitions. “Experiencing: Fortes”, a biography with portfolio which was published in 2015. In addition, he also composes music, writes lyrics, and performs songs as the vocalist of “Blademark”, leading the band to perform in Macau and other overseas regions.



### **Konstantin Bessmertny | Russia | Artist**

Konstantin Bessmertny was born in Blagoveshchensk, in the former USSR. Now based in Macau and Hong Kong, Bessmertny is one of the most distinguished artists working in Asia today. His technical mastery, achieved after seven years of studying fine art in the grand academies of the former Soviet Union, combined with his detailed knowledge on a wide range of subjects—including literature, music, history and politics—lend his work exceptional intelligence and credibility. Bessmertny's work has been the subject of solo museum exhibitions, including 365: A Work a Day, at the Museu do Oriente, Lisbon (2014); Tempos de Grande Ignorancia—Trabalhos de Konstantin Bessmertny, at the Macau Museum of Art (2012); and Konstantin Bessmertny: Recent Works at the Macau Museum of Art (2007). Bessmertny was a finalist for the 2006 Sovereign Asian Art Prize; he represented Macau at the 52<sup>nd</sup> Venice Biennale in 2007. His works have been included in numerous public and private collections; notably, the Guangdong Museum of Art, Guangzhou; Museum of Art, Macau; Standard Chartered Bank, Hong Kong; Mandarin Oriental, Macau; Fundação Oriente, Macau; BCM (Banco Comercial de Macau), Macau; Casino Lisboa (SJM Holding Limited), Macau; and Kee Club, Hong Kong and Shanghai.

### **Siza Cham | Macau | Founder of TCDI**

The founder of TCDI, registered Architect in Macau. He was ever recommended for admission to one College of Liberal Arts in Lisbon, Portugal and is one of the first batches of Macanese who was specially approved to study in South China University of Technology without admission examination. He joined in public competitive bidding and ever won bids with his works in school days, and he obtained the implementation of municipal important engineering projects. He established Macao T&C studio and established a branch in Guangzhou in 1998, then he established TCDI in 2008. He possesses wide creation fields and is a typical almighty crossover designer. He insists on realizing the clients' design objective with his works, adheres to the philosophical thought of conciseness is beauty and space is reality, and explores his design road with earthy and dedicate attitude. He has received numerous honors for his talent, including Jinzuo Award-Distinguished Award of Chinese Construction Interior Design in 2016, Annual Cover Person of Chinese Interior Design from 2016 to 2017, Annual Cover Person of LUXE LaCie Chinese Version China's Interior Design in 2014, Excellent Youth Interior Designer of CIID "Finding Future Power" in 2013, National Excellent Interior Design of CIDA from 2012 to 2013, etc.

### **Chen Feibo | Hangzhou | Founder of Bob Chen Interior Design Office**

Born in 1979 in China. He is a designer, art director, the founder of Bob Chen Interior Design Office and Designer Furniture Brand Touch Feeling, and he is also one of the founders of Tunelife Conversation Rural Holiday Hotel. He established the Bob Chen Interior Design Office in 2004 and the Designer Furniture Brand Touch Feeling in 2010. He is an award-winning designer, including the China Design Award of Year in 2016, the top designer list at 2015 Forbes China, the AD100 list of the China's best interior designers and architects in 2013, 2015, 2016, etc. After years of exploration in the field of design and art, he creates a new model of resources integration which is dedicated to the establishment of platform for the Chinese traditional aesthetics and modern design communication.

### **Nono, Leong Chi Hang | Macau | Founder of Chiii Design**

Graduated from the Macao Polytechnic Institute and had worked for the Macao Cultural Affairs Bureau for years. His works were awarded in numerous renowned competitions. In 2013, Nono founded Chiii Design Ltd. with Mann Lao. In order to promote the development of local instruction, he founded the Macao Illustrators Association in 2015.

### **Jody Xiong | Shanghai | Founder of The Nine**

Born in 1973 in China. He is the founder and Chief Creative Officer of The Nine. He was previously a Group Creative Director at Ogilvy & Mather, in Shanghai, and has worked around in different 4A agencies such as Leo Burnett Shanghai and DDB Shanghai. He has founded the “& Creative Lab” and creating numerous influential advertising and design campaigns for different brands, including McDonald, Yahoo, Virgin Airlines, IKEA, Coca Cola, Wechat and Alibaba, etc. His design of red pocket in 2017 has been subscribed and forwarded within different social networks. In addition, He was invited to “Happy Camp”, one of the famous variety show in China to share his experience in designing the red pocket. He is one of few creative people who have lectured at TED, and his masterpieces have received over 300 impressive awards globally, including Gold Design Lions, Silver Design Lions, Bronze Film Lions and 18 Finalists at Cannes Lions International Festival of Creativity, 2 Winners at Red Dot Design Award, Gold Andy Awards, London International Bronze Award, 5 Best of Best at GDC Graphic Design In China, 2 Grand Prix China 4A, the Best of Best LongXi Awards, and 6 Gold Effie Award, etc. He is also a judge for various advertising awards. He believes in meaningful creativity, design and art can make the world more beautiful.

### **Casber U | Macau | Multimedia Artist**

A multimedia artist in Macau, he practices visualization through projection mapping with the use of technologies. He graduated in the master degree of Communication and New Media at University of Macau, he is also the founder and creative director of Neba Studio. His projection mapping work mainly explores the relationship between architecture historical background and visual symbolism. Interactive light and projection mapping installation is another field which he has been exploring in the recent projects. His work has been showcased in a number of large events in Macau and overseas, including the 24<sup>th</sup> and 25<sup>th</sup> Macau Art Festival and the 1<sup>st</sup> Macau Light Festival. In 2016, he has also been invited as a core projection mapper for Taichung Light Festival projecting the historical building Taichung Park Pavilion. Moreover, he has produced the creative countdown light show in Kaohsiung Dream Mall shopping centre. In 2015, he was one of the champion members of “One-minute projection mapping Competition” in Niigata, Japan.

### **Henry Chu | Hong Kong | Founder and Creative Director of pill & pillow**

Henry Chu is a designer, programmer, and new media artist. He was born in Hong Kong in 1970s. Henry graduated from the Electrical and Computer Engineering programme at the University of Auckland and founded pill & pillow in 2004. The independent studio has won more than 120 local and international awards including Cannes Lions, Webby and One Show, etc. His iPad music apps <Squiggle> were exhibited in MoMA New York. Henry was also a speaker at the Business of Design Week, TED x Kowloon and TED x Taipei.