the public. It aims at introducing students to diverse aspects of managing creativity in developing basic understanding and professional skills and attitudes of the field of art administration. Examining current cultural thinking, professional practices and community agendas, this course considers major areas of art administration and discusses key issues and debates in which the profession has been engaged. It is designed to equipping students with theoretical concerns and practical skills in bringing arts to the community.

VAAA 7110   Art Criticism and Theory   (3,3,0) (E)
This course critically examines issues and debates brought up by key concepts of contemporary art theory and criticism in considering creative practices in relation to modern and post-modern conventions of cultures. It aims to analyse a variety of theoretical and critical approaches of studying contemporary arts, and contextualise contemporary practices within wider context of globalised art scene. This course is designed to be a systematic survey of critics, theorists and philosophers who have offered different interpretive tools that enable students to articulate the significance of art practices, and reflect upon the complex nature of contemporary arts.

**VAAA 7200   Creative Industries, Arts and the   (3,3,0) (E)
                     Public**
This course is designed to enhance students' understanding of creative industries and contemporary development of arts and culture by re-exploring the notion of creativity, multiplex meanings of the public and the cultural politic of arts. It further examines the reasons why people engage into arts activities and consume products from cultural industries. The course also investigates the roles of art in the public life. Discussion and debates will be conducted in a cross-disciplinary approach via both local and global cases. Last but not least, this course examines the importance of creative industries to cultural as well as economic development of global cities.

VAAA 7210   Art Curatorship   (3,3,0) (E)
Art curatorship is a crucial aspect of art administration and management, which involves diverse, creative collaborations with artists, cultural organizations and the public. This course aims to equip students with the basic concepts and skills of curation, and enable them to relate the operational mechanisms of the art world to contemporary contexts and audience development. Relating curatorial works to wider cultural agendas and social concerns, students will also examine current issues faced by curators, and key elements for organizing an art exhibition. This course is an important means of nurturing creative modes of art management and offers further synergies with other courses in this programme.

**VAAA 7300   Master Project for Art   (6,*,*) (E)
                     Administration**
The Master Project embodies research, development and realization of an independent body of work under the supervision of a supervisory team (Principal Supervisor and Secondary Supervisor). The final outcomes of the Master Project could be a project developed and delivered for/with an art organization or a reflective thesis on a defined topic. The format and deliverables of the Master Project should base on the individual learning contract which is agreed between the student and the supervisory team before the beginning of the last trimester. The outcomes should demonstrate students' mastery of the knowledge, skills and professional attitude throughout the programme.

VAAC 7100   Critical Analysis of Art and Aesthetics (3,3,0)
This course aims to introduce human artistic phenomena and the relation of art to the study of philosophy and aesthetics. The objective is to enable students to conduct critical discussion on classical and contemporary visual art with reference to theories of both Western and Chinese aesthetics. The course also aims to educate on theories and philosophies of art and enable students to

conduct critical reflection on the relation of art and cultures and the social realities.

**VAAC 7110   Current Issues in Visual Arts and   (3,3,0)
                     Cultural Policy**
This course aims to introduce students to current visual art representations and their related problems and significant issues. Its objectives are to understand the shaping of visual art creativity and its reception under the impacts of cultural policy in the light of critical theories and attitudes. It also aims to reflect on the relation between the two domains in Hong Kong and to investigate its history and development in the post-colonial context.

VAAC 7200   New Media in Society   (3,3,0)
This course will examine what new media is from a variety of perspectives, investigating forms and examples of new media (web sites, computer interface, virtual worlds, multimedia, computer games, computer animation, digital video, special effects in cinema and net films, interactive computer installations, etc.) as well as the theories that underlie and emerge from these forms.

VAAC 7210   Creative Industries and Cultural Studies (3,3,0)
This course is designed to enhance students' understanding of creative industries and related cultural theories. It examines cultural studies and relates them to the development of creative industries in Hong Kong in a cross-disciplinary approach. It also aims at highlighting the importance of creative industries to cultural as well as economic development in a global city.

VAAC 7300   Master Project for Art and Culture   (6,*,*)
The Master Project embodies research, development and realization of an independent body of work under the supervision of a supervisory team (Principal Supervisor and Secondary Supervisor). The final outcomes of the Master Project could be a text-based project or a reflective thesis on a defined topic. The format and deliverables of the Master Project should base on the individual learning contract which is agreed between the student and the supervisory team before the beginning of the last trimester. The outcomes should demonstrate students' mastery of the knowledge, skills and professional attitude throughout the programme.

VAED 7100   Narrative Aesthetics   (6,8,0) (E)/(P)
Any designed experience is built on an underlying narrative, which at the same time is created and pre-defined through the design-process. Any narrative, linear or non-linear, pre-supposes a time-line, allowing a story to begin, progress, climax and end. In that sense Experience Design is about designing the time for an experience to strategically un-fold to its pre-defined maximal effect.
Narratives are a core concept in contemporary engagement with any audience; narrative structures are applied to corporate brands, events, public relations and promotion, as well as all the most effective kinds of interactions with the public. Narratives structure the exposure of the audience to an experience and define the desired overall emotional effect—aka the "product"—of the design.
It is the aim of this course to introduce various interpretative strategies (i.e. narratives) to the students, to allow them to discover, analyse, understand and appreciate the structures, purposes and intentions of existing narrative samples. It then establishes approaches for developing immersive aesthetic narratives with the students that equip them to relate with, engage and provoke their intended recipients, by establishing on-going and ideally valuable audience relations. These acquired skills will then be applied and practised through designing narratives for given case studies.

VAED 7200   Scenographic Contexts   (6,8,0) (E)/(P)
A premise of contemporary Experience Design is the existence of a constructed, communicative context as the location for an experience to take place. This context may be physical, virtual,