

fictional or social, or—often—any of these at the same time. Scenography is about creating complex spatial environments that allow and encourage particular experiences.

Scenographic contexts today leave behind the limitations of physical space and integrate virtual reality, medial representations, social networks and many more. The experience of a brand for example will usually be across a wide range of media and spaces, including graphics, commercials, web, retail spaces, products, social interaction, etc.

This course offers the students the opportunity to engage with and practise the interplay of spaces that create scenographic experiences. Through the realization of a small-scale urban intervention that scenographically articulates the spatial and temporal experience of a—real or fictional—brand the students will be introduced to a professional level of planning, and learn to project audience reactions. It is also part of the realization process to navigate the project through unpredictable changes in budget, venue and context, as they commonly happen in this practice.

VAED 7300 Master Project for Experience (6,*,*) (E)/(P) Design

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 series of artistic work 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.

VART 1005 Visual Arts Practice I (3,4,0) (E)

“Visual Arts Practice I” and “Visual Arts Practice II” are required double-courses to be offered in consecutive semesters of Year I of the BA (Hons) in Visual Arts programme of AVA. The course will be offered in parallel with the theory courses “Art and its Histories I” and “Art and its Histories II”, and are intended to supplement and expand their learning by introducing fundamental practical knowledge, skills and work attitude to first-year students to train up their “minds”, “eyes” and “hands” for further study in various academic/artistic clusters within the BA programme, and to familiarize them with the settings of teaching and learning at the Academy of Visual Arts.

“Visual Arts Practice I” focuses on initially introducing students to a selected set of practical 2D and 3D skills that enable them to start off their personal creative production, and develop a sense for a sustainable personal studio practice.

VART 1006 Visual Arts Practice II (3,4,0) (E)

Prerequisite: VART 1005 Visual Arts Practice I
“Visual Arts Practice I” and “Visual Arts Practice II” are required double-courses to be offered in consecutive semesters of Year I of the BA (Hons) in Visual Arts programme of AVA. The course will be offered in parallel with the theory courses “Art and its Histories I” and “Art and its Histories II”, and are intended to supplement and expand their learning by introducing fundamental practical knowledge, skills and work attitude to first-year students to train up their “minds”, “eyes” and “hands” for further study in various academic/artistic clusters within the BA programme, and to familiarize them with the settings of teaching and learning at the Academy of Visual Arts.

“Visual Arts Practice II” focuses on heightening students' aesthetical and cultural awareness as well as facilitating the development of their perceptual and conceptual abilities for visual arts practice. Through a series of integrated seminars, workshops and field studies, students are expected to formulate critical feedback; to articulate creative ideas and to propose individual creative responses in connection to a specified topic. From sensory observations to idea development, then to visualizing innovative thoughts, students will go through the comprehensive

process of creative thinking and execute their creative ideas with appropriate media and problem solving skills.

VART 1305 Art and its Histories I (3,3,0) (E)

The aim of this course is to introduce students to the key developments in the history of visual art. This theme-based course will survey the production of art within the context of the social, cultural, and stylistic significances of art under changing historical, scientific and philosophical conditions.

Each theme will be examined, in depth and linked with theory to form a comprehensive analytical survey of the canon of Art History from a global perspective and present connections with the everyday lives of the students. The in-depth analysis of specific works of visual art will broaden the knowledge of creativity and explore issues of multi-cultural creation, belief, ideology and reception.

By studying and understanding the developments and importance of art and culture, students can inform their own practice and compete as artists in a global setting with a greater clarity and depth of knowledge. The courses combine to synthesise understanding of visual art from a global perspective.

This course will be delivered in blocks of learning with assessment at the end of each block.

VART 1306 Art and its Histories II (3,3,0) (E)

Prerequisite: VART 1305 Art and its Histories I

This is the second part of the Art and its Histories-course, continuing the introduction of key developments in the history of visual art. This theme-based course will survey the production of art within the context of the social, cultural, and stylistic significances of art under changing historical, scientific and philosophical conditions.

Each theme will be examined, in depth and linked with theory to form a comprehensive analytical survey of the canon of Art History from a global perspective and present connections with the everyday lives of the students. The in-depth analysis of specific works of visual art will broaden the knowledge of creativity and explore issues of multi-cultural creation, belief, ideology and reception.

By studying and understanding the developments and importance of art and culture, students can inform their own practice and compete as artists in a global setting with a greater clarity and depth of knowledge. The courses combine to synthesise understanding of visual art from a global perspective.

This course will be delivered in blocks of learning with assessment at the end of each block.

VART 2115 Drawing: Visual Thinking and Observation (3,4,0) (E)

Prerequisite: VART 1006 Introduction to Visual Arts II/Visual Arts Practice II or any GDCV courses offered by AVA or any Visual Arts courses

Drawing is the fundamental training for various visual arts subjects. It is a discipline that includes strategies for representing forms, movement and ideas through the mark-making medium. It is also a way to convey thoughts and believes through hand and mind coordination. While transforming the experience into drawing, students will obtain new interpretations of visual expressions, as the course focuses on strengthening students' visual perception and observation with the practice of traditional and contemporary drawing approaches.

This course aims to introduce drawing studies from formal and representational into unconventional image expression, and will advance all beginners to go from fundamental to more exploration level. The course consists of three parts: the practice of drawing fundamentals; the learning of basic visual languages in drawing; and the re-interpretation of drawing from the figurative, representational to the application of various media and alternative processes. There will be exercises on basic training through a series of assignments that stress on using drawing as a medium for visual thinking and observation. Students will draw from direct observation or imagination of still life, landscape, and the human figure. Drawing media may include graphite, charcoal, ink, and collage, as well as watercolour and pastel.