

ideas and themes. At least two themes will be chosen, depending on students' preferences and the expertise of instructor/guest speakers and can cover a range of topics such as evolution, gender, love, violence, utopia, environment, globalization and human rights. The focus is on how to integrate insights from different disciplines in order to address an important problem or issue. Through the reading of a range of works drawn from different disciplines, students will also improve their reading, writing and argumentation skills.

<http://ge.hkbu.edu.hk/course/IGE-1895/>

GDBU 1935 Creative Entrepreneurship (IGE) (3,3,0)

The last two decades have seen extraordinarily rapid changes in the political, economic, social and cultural environment in which we live, globally as well as locally in Hong Kong. The rise of the Internet, the emergence of 'smart technology', and the broader phenomenon of 'globalisation' have led to significant changes in the structure of national economies around the world, and have given rise to concepts such as the 'knowledge economy' or the 'new economy' to characterise the dynamism of an economic system in which information is the key to the future development.

The concept of creativity has been co-opted as the driving force in this new economy, and was put at the centre of economic and social development; it is the key resource in business innovation, and it makes members of the 'creative class' potentially the decisive force in creating successful new ideas, products and/or services.

Nevertheless interpreting this principle observation of "doing business in the creative and cultural sector is the secret to success" is certainly falling short of its implications. Instead – as economist Günter Faltn says – "doing business with an artist's mind" is probably closer to the necessities of reality. Accordingly this course looks at the possibilities and potentials of doing business creatively, i.e. in new, original and un-expected ways, through a hands-on approach inspired by artistic practice. This does not (necessarily) imply that students will be doing works of visual arts, yet that they will apply the thinking of visual artists to ideas of making business.

<http://ge.hkbu.edu.hk/course/IGE-1935/>

GDBU 1936 Fashion Communication and Media (IGE) (3,2,1)

This course examines the intersection between fashion, media, personal identity, body and image management in today's society. Drawing on theories of social criticism and mass communication, we will assess the persuasive influence of fashion to consumers' image. We will also study how those images are created and reinforced by media. This course will assess fashion from different dimensions (such as textual, visual, physical, sexuality, psychological and spatial); and discuss its relations to art, culture, media and marketing; to questions of identity and self-fashioning, body, sex and image; to notions of style and anti-style. Students will learn critical approaches to public communication and apply those approaches to media, marketing communication, as well as fashion and lifestyle industry.

The course material will be delivered mainly in the form of lectures with creative sketching and "collaging", case studies, class discussions, individual writing, group project as well as company visit. The course design enables students to acquire communication skills pertinent to Fashion Communication, Lifestyle promotion as well as branding.

<http://ge.hkbu.edu.hk/course/IGE-1936/>

GDBU 1937 Improving Mental Health for University Success (3,1,2)

In order to maximize the learning and development for university students, it's essential for them to have effective coping skills and sufficient resilience capacity for stress management. This course is designed to help university students identify stressors experienced in their university life, understand stress process and responses and to better manage their challenges in university life by learning and applying skills of cognitive behavior intervention and adventure training.

This course will be jointly delivered by the Department of Social Work and Counseling and Development Centre, Office of Student Affairs. It consists of three parts. The first part is lectures on basic concepts of university adjustment and mental health of university students, theories of stress and coping, and theoretical framework and models of cognitive behavioral intervention. In the second part, students will be divided into 2-3 groups for skills workshops. A variety of cognitive behavioral skills will be introduced to students and demonstrate how to apply these skills to cope with their university stress. The skills workshop will be conducted in the form of stress management and coping skills training, demonstrations and skills practice. The third part is adventure-based activities, including a one-day camp of adventure training. In this part, various adventure-based activities will be conducted to enhance students' self-awareness and confidence. Briefing and debriefing will be included in each session to facilitate students' self-reflection and self-understanding. The second and third parts will be led by experienced counselors and a team of experienced adventure trainers.

This course is characterized by interactive and experiential learning experiences, integration of theory and application, teaching in a small group setting, and focus on applying the skills learned in class to cope with real life issues for students.

<http://ge.hkbu.edu.hk/course/IGE-1937/>

GDBU 1956 Service Leadership Practicum (IGE) (3,3,0)

This course aims to provide students with an opportunity to gain real-life working experience related to service learning and community engagement. Furthermore, this course goes beyond simply "participating in service-learning" by developing students leadership skills as they learn to work collaboratively with the community. Although, as novices, the students cannot be expected to strategically lead the NGO, they are expected to take the initiative to recognize opportunities for improvement (even if small) in the NGO, and lead the process of taking the improvement forward. Students therefore become engaged leaders who take responsibility for solving problems, making improvement and meeting the tangible needs of a defined community with competence, character, humility, and care. In doing so, they become familiar with the political, economic, and social forces that influence the survival and success of NPOs/NGOs, and how the NGO influences society.

This course represents a guided self-discovery learning experience for students. Although the placement, learning outcomes, and supervision are provided to students, within this broad framework students have the responsibility to explore, make the necessary connections, and understand. Under the guidance of both faculty and workplace supervisors, students will work in an NPO/NGO. The placement assignment is expected to take up no less than 120 hours to complete, and would not normally be paid. The exact distribution of the 120 hours is up to negotiation between the student and workplace supervisor. It may be more intensive, or less intensive. The only requirement is that the 120 hours be completed within the duration of this semester course. The distribution of the 120 hours, and the expected nature of the workplace tasks, must be signed off by student, faculty supervisor and workplace supervisor in the course registration form before the practicum commences. During the practicum the faculty supervisor will make periodic site visits and phone calls to keep in regular contact with both the student and the workplace supervisor.

<http://ge.hkbu.edu.hk/course/IGE-1956/>

GDCV 1005 Film, History, and Social Change (3,3,0)

This course will explore the way in which film has represented history and social change, and also seeks to inform students about the nature and character of particular historical events, and periods of social change. The course will also explore film as film: as a constructed, aesthetic and expressive artifact; and pertinent aspects of film theory will also be considered in relation to this. Emphasis will be on both the historical and social meaning and

substance of the events portrayed in the film, and the way in which film portrays those events.

<http://ge.hkbu.edu.hk/course/GDCV-1005/>

GDCV 1006 Film and Controversy (3,3,0)

This course will explore critical issues surrounding films. It will examine a number of controversial topics regarding History, Politics, Society, Culture and Religion, and will focus on how films can both represent and fuel controversies. By explaining and articulating the specific context in which a controversy has occurred, students will learn to apply critical judgments and responsible decisions in their own lives, eventually growing towards better intercultural understanding and respect, as well as knowledge about cinematic tools, which are crucial to a critical analysis of moving images and sounds.

<http://ge.hkbu.edu.hk/course/GDCV-1006/>

GDCV 1007 Hong Kong Cinema and Hong Kong Culture (3,3,0)

Through watching and discussions of Hong Kong films selected by virtue of their relevance to three general aspects of Hong Kong culture (identity, cityscape, social structure), the cultural dialectics of Hong Kong will be explored. The emphases will be the interplays of form and content, and the mutual influence of film as a medium of expression and film as a cultural product. Students will see how Hong Kong Cinema reflects Hong Kong culture and how local culture and production environments at different times affect the messages, forms, and movements of Hong Kong Cinema. Comparisons to films from the West and other Asian countries may be drawn to position Hong Kong in the World.

<http://ge.hkbu.edu.hk/course/GDCV-1007/>

GDCV 1015 Television and Popular Culture (3,3,0)

The course will introduce students to the concept of popular culture, the relationship between television and popular culture, and the role which television has played in shaping popular culture. The historical development of television and popular culture will be explored. The course will consist of lectures on the subject, followed by screenings of selected television programmes or extracts from such programmes, and then by programme analysis. The programmes will be analysed in terms of their narrative, visual style and deployment of popular cultural forms.

<http://ge.hkbu.edu.hk/course/GDCV-1015/>

GDCV 1016 Advertising and Society (3,2,1)

This course will investigate the various social impacts of advertising in Hong Kong. Issues including advertising and materialism, commercialization of childhood, stereotypes and gender identity, advertising and environment as well as advertising and food choice will be discussed. The social and economic environment where advertising messages are interpreted will be analysed. The regulation of advertising and public attitudes toward advertising will be elaborated.

<http://ge.hkbu.edu.hk/course/GDCV-1016/>

GDCV 1017 Communication in Interpersonal Encounters (3,2,1)

This course introduces students to the major topics and principles in interpersonal communication. Students will learn the essential knowledge and skills to facilitate effective, appropriate and accurate human communication in various contexts, especially communication in the interpersonal relationships with their significant others, peers and superiors in their daily lives. The course will increase students' ability and sensibility to note communication patterns and processes, and to make active and constructive choices during their interaction with other people.

<http://ge.hkbu.edu.hk/course/GDCV-1017/>

GDCV 1025 Communicating across Cultures (3,2,1)

The course covers basic concepts and practices underling the study of intercultural communication. This includes knowledge and skills needed for everyone in an increasingly globalized world.

Structures and barriers developed within and between cultures and how they may affect communication in life, work and society will be examined, with special attention to local contexts (e.g. interaction with mainland parties, ethnic minorities in Hong Kong, expatriate employees in international business or non governmental organizations).

<http://ge.hkbu.edu.hk/course/GDCV-1025/>

GDCV 1026 Critical Perspectives on International News (3,3,0)

In this course students examine in depth media coverage of current international and world issues. Students will learn about the major players in international news and examine their operations. They will study how their news reaches consumers over a variety of platforms in today's situation where there are many new and unpredictable information suppliers on the internet, which has made all news international by allowing access from anywhere on the globe. Key international and/or world events happening during the semester will be selected for students to learn and practise the research, comparative and collaborative skills.

<http://ge.hkbu.edu.hk/course/GDCV-1026/>

GDCV 1027 Media Studies in a Changing Society (3,2,1)

The purpose of the course is to arouse students' awareness of the role mass media play in their lives and society. It aims at developing students' critical analytical ability to deconstruct media messages. It also cultivates their skill of creative expression. In the Web 2.0 age, young people are living in a media saturated world. Their values and social actions are significantly influenced by the media. With the rise of the Internet, media content is not only produced by media professionals, but also by ordinary people. From YouTube to blogs, information is being circulated without filtering and verification. Traditional media are also transforming their ways of delivering news and information. Therefore, being media literate becomes vital for young people to wisely interact with the changing society. It is important for them to learn how to conduct news analysis. Media literacy is defined as a life skill which enables young people to critically understand, analyse, use and monitor the media. A social participative approach is adopted in this course so that students are cultivated not only as active and critical media consumers but also as informed and responsible citizens.

<http://ge.hkbu.edu.hk/course/GDCV-1027/>

GDCV 1035 News Production and Presentation (3,3,0) (C)

This course will provide students with a basic understanding of the theoretical and practical issues underlying the production and presentation of news. It will also provide a broad overview of the complex relationship between news and society. Looking into how the presentation of news may affect the society on the one hand, the course also examines how the society may induce influence on news production on the other hand.

<http://ge.hkbu.edu.hk/course/GDCV-1035/>

GDCV 1036 Writing for Media (Chinese Session) (3,3,0)

This course introduces students to the basic skills of media writing. Students will gain an understanding of the fundamental concepts and general principles of media writing. They will also equip practical Chinese writing skills for media in local and Mainland China context. Industry practitioners will be invited as guest speakers to share their working experience so that students can gain insights about media writing in real-life context.

<http://ge.hkbu.edu.hk/course/GDCV-1036/>

GDCV 1037 Writing in English for News Media (3,3,0)

This course will introduce students to a broad range of English news media and equip them with a knowledge and understanding of the general principles of media writing and newsgathering. Students will analyse and critique news media writing; learn and practise information gathering skills; develop and apply media-writing skills in various styles for media such as newspapers,

magazines, radio, television, press releases and online media; and discuss legal and ethical issues in media writing.
<http://ge.hkbu.edu.hk/course/GDCV-1037/>

GDCV 1045 “Art” as a Consumable (3,3,0)

The consumption of art has become a significant question in art, sociology and even tourism. Works of art have been produced and consumed like any other everyday life commodities from the ancient times to the modern world, and the meaning of art has continuously been changing. Through studying the function of art museums, galleries, art auctions and the mass media, students will be shown the creation and re-creation of meanings in works of art, how they are understood and accepted by the public, and what cultural influences they may have generated in society at large.

<http://ge.hkbu.edu.hk/course/GDCV-1045/>

GDCV 1046 Aesthetics of the Young (3,3,0)

Young people have their own fashion, belief, slang, dialect, music, comic and behaviour that can be subversive to the convention yet at the same time innovative, creative and non-prototype. A thorough investigation of the youth aesthetics will give new insights to creativity and the visual arts. This practice-based course will introduce various forms of creation within youth culture, including graffiti, popular image, fashion, YouTube, animation, comic in art and so on. Creative skills such as creative thinking, problem-solving for protests; theories such as the culture of kidult and fans will be taught.

<http://ge.hkbu.edu.hk/course/GDCV-1046/>

GDCV 1047 All Arts: Creative Inspiration for Life (3,3,0)

This course will consider the historical, individual and cross-cultural perspective, of different art forms, in order to place within the wider cultural framework and to gain a greater depth of knowledge about individual values of art. Key themes such as Theatre, Advertising, Product Design, Fine Art, Cookery, Film and Architecture will be examined and discussed. Students will learn to appreciate the elements of inspiration and how creators create.

<http://ge.hkbu.edu.hk/course/GDCV-1047/>

GDCV 1055 Art and Gender (3,3,0)

This course will explore different aspects and forms of gendered imagery. Classes will also make links between gender in art and advertising, movies and fashion. Through the study of gender in art from different cultures and period, students will be encouraged to analyse and question the construction of gender, its meaning, significance, but also the potential misunderstandings, misconceptions and mis-readings of it.

<http://ge.hkbu.edu.hk/course/GDCV-1055/>

GDCV 1056 Art Appreciation (3,3,0)

This course will offer students a broader understanding in visual arts. By studying works of art from different times and cultures, students will learn how to analyse, evaluate and appreciate various art forms. It will explore a variety of art forms from across the strata of creativity and examine themes including “Images of Humanity”, “Belief and Religion”, “Love and Death”, “Science and Art” and issues of “Value”.

<http://ge.hkbu.edu.hk/course/GDCV-1056/>

GDCV 1057 Art for All—Public Art and Space (3,3,0)

This course encourages civic participation through active engagement with urban sculpture on location around Hong Kong. It tracks the evolution of public and private space from the Greek agora and oikos through to the data driven concept of the media city where boundaries between public and private are permeable and in constant flux. Students will learn to appreciate Hong Kong’s public space with an awareness of its societal and political structure.

<http://ge.hkbu.edu.hk/course/GDCV-1057/>

GDCV 1065 Buildings of Hong Kong: Appreciating Architecture (3,3,0)

Exploring and enjoying the various architectural structures Hong Kong has to offer on numerous site visits, the course will develop an understanding of 20th century architecture in Hong Kong, with references to older periods and other cultural circles as well. It will thereby obviously consider the famous buildings of Hong Kong, but also pay particular attention to under-appreciated architecture of everyday nature, like the housing estate, the wet market, the industrial estate, the dai pai dong and others. This course has a focus on architecture, but will also make connections to urban planning and *feng shui* practices.

<http://ge.hkbu.edu.hk/course/GDCV-1065/>

GDCV 1066 Ceramics and Civilizations (3,3,0)

This course will offer a comparative study of ceramics to consider how and why the formal quality of ceramics varies under different cultural contexts. It will examine ceramics not only from its political, socio-cultural and aesthetic backgrounds but also a cross-cultural perspective. Popular subjects in the study of cultural theories, including body, social norms, religious ideas and economic life will be investigated in association with the appreciation of ceramics. Students will acquire first-hand experience in making ceramics, learning basic techniques of pottery, such as hand-building, wheel-throwing, moulding and surface decoration, of which are essential processes for reflecting the meaning of form and function, of how creativity and technological development contribute to the diverse cultures of ceramics.

<http://ge.hkbu.edu.hk/course/GDCV-1066/>

GDCV 1067 Chinese Calligraphy as Self-Expression (3,3,0)

Chinese calligraphy is a unique form of art that integrates artistic elements in the visual forms of Chinese characters and their literary content. This studio-based course introduces the ways of appreciating this special art form, through practical studies in basic brush techniques and styles of Chinese calligraphy with an emphasis on standard script (*kaishu* 楷書) and semi-cursive script (*xingshu* 行書).

Meanwhile, the relationship between calligraphy and the notion of self-expression will be examined through observations and analysis of examples of calligraphic works by major calligraphers. Students will be guided to develop their own calligraphic skills and creative strategies of expressing their own personal ideas through making calligraphic works, allowing them to practise calligraphy as self-cultivation and part of a healthy lifestyle.

<http://ge.hkbu.edu.hk/course/GDCV-1067/>

GDCV 1075 Graphics Redesigned (3,3,0)

This course aims at developing students’ awareness towards different kinds of design they encounter, or they consume, in everyday life. By looking at the design history of the past and the present, students will gain a better sense and knowledge in various kinds of styles and trends. In each class, students will have the opportunity to re-design objects borrowed from everyday life, for examples, packing of chewing gum, tea bag tag, chips packing, memo notes, or toilet paper, so as to rethink the relationship between the designer, the products and the users.

<http://ge.hkbu.edu.hk/course/GDCV-1075/>

GDCV 1076 Encountering World Art (3,3,0)

Based on themes, such as body perception, belief of afterlife, personal and cultural identity, the course will examine subject matters, symbolism, styles, media, and aesthetic choices of artworks within a variety of cultures and explore different attitudes, beliefs, and thoughts embodied by the works. This course considers how factors of context influence visual elements that give meanings and values to a work of art, and how aesthetic ideas, techniques travel across cultures. While exploring the complex and rich world of visual arts, this course discusses critical cultural issues embodied by the works, such as body politics, shaping of identities, and human existence and transcendence.

<http://ge.hkbu.edu.hk/course/GDCV-1076/>

GDCV 1077 Essentials of Chinese Art (3,3,0)

The classical Chinese Art studio is a complex site of discipline and reflection as well as pleasure and erudite jokes. Here we may explore aspects of Chinese sensibilities towards space, furniture, sociality and functional tools that offer fresh insight into contemporary sensibilities—for example, to design. The course is opened to students who may wish to develop their understanding and sensibilities for Chinese ink painting, calligraphy, seal carving and art appreciation, as well as explores a particular aesthetic within Chinese culture.

<http://ge.hkbu.edu.hk/course/GDCV-1077/>

GDCV 1085 Exploring Drawing (3,3,0)

People from different cultures tend to draw in different ways. Traditionally Chinese drew with ink and brush whereas westerners used the ink pen or charcoal. Thanks to technological advancement, many of us draw with the aid of computer software nowadays, from very simple software such as the palette on Windows to the more sophisticated Adobe Illustrator. Just like the primitive people drew on rocks for communication purpose, we also perform similar acts of drawing on mobile phones with touch screen functions today.

Drawing is just as a fundamental tool in communication as writing. To learn how to draw, whether on paper or other media, students will be able to explore the alternatives in expressing themselves visually, thus having a better understanding of themselves and others. However to learn drawing does not only mean the technical skills solely. This course aims to demonstrate the potential in/of drawing and inspire students to make use of it as a mean of visual expression.

A better understanding and utilization in drawing can enhance ones analytical and communication skills. To achieve this this course will introduce drawing samples from art history, explain the differences in drawing approaches in various cultures as well as introduce a selection of drawing practices through experimental drawing projects. Hence, students will learn different ways to draw, to look, to think, and also the significance of drawing in relation to our everyday life.

<http://ge.hkbu.edu.hk/course/GDCV-1085/>

GDCV 1086 From Kitchen to Table: Ceramics and Food Culture (3,3,0)

Ceramics plays a dominant role in our everyday life as many people use to cook and eat with ceramics utensils. From the ovenware, cooking pot and canister in your kitchen to the coffee mug, teapot and rice bowl on your dining table, many if not all of them are made of ceramic. Yet seldom will we think about the relationship between the ceramics and the food or drink they contain, in neither an art-historical nor socio-cultural aspects.

This course aims to investigate the ways we utilize and understand ceramics in association with cooking and eating. From the ancient to modern time, people have been using ceramics as their basic utensils to cook and eat, resulting in the production of different forms of ceramics. Such ceramics, including the Chinese porcelain cup, the Japanese *tenmoku*, Mediterranean terracotta food vessels or the Southeast Asian pottery, reflects the perception in food of a particular culture. Moreover, the advancement of technology enables new production methods for ceramics which in turn may alter our habits in food consumption. By studying the form, design, composition and production method of all these ceramics, also working with clay to build and decorate a simple vessel with basic techniques, students will learn how to appreciate the objects but also their importance in terms of an art-cultural aspect.

<http://ge.hkbu.edu.hk/course/GDCV-1086/>

GDCV 1087 Looking at Asian Arts (3,3,0)

This course will introduce students to comparative approaches to major themes in the arts of Asia: from gardens in Suzhou and Kyoto, to contemporary architecture in Kuala Lumpur and Shanghai, from Japanese to Korean TV drama, from the sensibility of contemporary art in Taipei and Beijing, to the narratives of Indian temples reliefs and Japanese mangas. It will also explore

how arts in Asia are used to establish cultural identities, and create marketable images within a globalized context.

<http://ge.hkbu.edu.hk/course/GDCV-1087/>

GDCV 1095 Object and Heritage (3,3,0)

This course will explore the concepts of visual and material culture in order to contextualize place, identity and heritage in both a personal sense and within the large cultural boundaries. Exploring the formal qualities, functions and histories of “things”, it will discuss how objects shape our culture and how the material world is integral to meaning-making processes. It will also introduce material culture theories from various disciplines, e.g. anthropology, cultural studies and art theories, to critically study objects within a cultural and historical context. Further, it will investigate recent debates on urban development and heritage preservation, things and memories, and, myths and traditions associated with them.

<http://ge.hkbu.edu.hk/course/GDCV-1095/>

GDCV 1096 Seeing through Glass: How It Creates Our World (3,3,0)

Glass is one of the most influential materials in human civilization. Glass has been a medium widely used in our everyday life since its discovery by the Phoenician merchants in the region of Syria in 5,000 BC. It is not only in the making of daily use objects such as bottles, mirrors and light bulbs, but also in the production of advanced technological articles like telescopes and microscopes. We simply cannot live without glass; glass helps us to see the world beyond our visual limitation.

This course aims to examine the importance of glass from various points of view, from history, culture, science, religion, everyday life and art appreciation, as a way to make students aware of the inseparable relation between glass and human civilization. In addition, through the discussion of the functional and spiritual implication of glass, its aesthetics and scientific values, and its artistic qualities in forms of jewellery or architecture, students will be able to see glass in a wider spectrum. Whilst the course is not intended to provide professional training in glass making, a number of hands-on projects will enable students to have a better knowledge on how glass changes, shapes and creates our world.

<http://ge.hkbu.edu.hk/course/GDCV-1096/>

GDCV 1097 Show Off the Art: Value and Desire (3,3,0)

This course will investigate the interaction between artist's studio, commercial gallery and museum within the context of contemporary culture. Examining the history of exhibition, and the effect and impacts of the commercial art markets, this course considers what art means to us, how art makes a difference to our public life, and what it would tell us about our society. This course will assess the contrasts and similarities of the public and private sectors of art consumption and reflect upon who and what would determine the aesthetic significance and monetary value of art. It also considers the changing notions of art exhibition in terms of traditional associations of status, education and evaluate the roles of gallery, dealer, auction house and buyer as the centre pin to driving and responding to market forces.

<http://ge.hkbu.edu.hk/course/GDCV-1097/>

GDCV 1105 Space-saving Creative Practising (3,3,0)

With emphasis on both experimental and practical concepts, this practice-based course offers students an entry point to creative design and problem-solving skills associated with space. Through examining space-saving objects, students will learn the concept of collapsibility and present collapsibility principles. Moreover, students will learn the spatial meanings of peripheral alternative space in Hong Kong through their creative projects. Related global classic creativities, Swiss folding knives for instance, will be topics to illustrate the relationship between geographic space and the culture of tools.

<http://ge.hkbu.edu.hk/course/GDCV-1105/>

GDCV 1106 Product Design Basics (3,3,0)

This course looks at the things surrounding us in our daily lives, and—through practical application of aesthetical, phenomenological and other design theories—establishes concepts about the true nature(s) of things that allow us to make more informed choices about the objects that we fill our lives with. Emphasis will be on product design, but will also make connections to furniture and fashion design, and other object-based design areas. It also contains a significant number of practical studio classes that allow participants to hands-on experience and explore what it takes to make things “beautiful”.

<http://ge.hkbu.edu.hk/course/GDCV-1106/>

GDCV 1107 Creativity and Chinese Painting (3,3,0)

This is a studio-based course on Chinese painting, which is also known as national painting or ink painting. Students will familiarise themselves with basic techniques and critical concepts in practical way. Focusing on *xieyi* style (or freehand style), this course aims to introduce students the methods of executing Chinese brush, ways of modeling forms in effective and efficient way, appreciation and interpretation of common subjects in Chinese painting, and implementation of artistic ideas through the process of painting. Museum, gallery or artist-studio visit(s) will be organised. No prior knowledge of Chinese art and culture is required.

The course will discuss visual examples from the tenth century of Imperial China to the twentieth century of the Republican Era. Each course participant would study in depth the styles and the modes of expression developed by a selected group of old masters. In addition to stylistic and aesthetic analysis on paintings, the course will stress the students’ own artistic development and expression.

<http://ge.hkbu.edu.hk/course/GDCV-1107/>

GDCV 1115 Understanding Photography (3,3,0)

In this course, students will be introduced to early technologies of seeing from the camera obscura all the way through to Flickr, together with concepts and ideas of light, or reproduction and circulation of imagery, and the techniques used to produce particular effects and emotional responses. The various ways of photographic production enable students to understand not only the making process but to express their own thoughts in viewing the objective world. The course will include workshops in experimental photo-practice, for example, using mobile phone cameras to create artistic imagery. The assessable output (photographs, interpretative texts) will be presented in an exhibition.

<http://ge.hkbu.edu.hk/course/GDCV-1115/>

GDCV 1116 Wear Me (3,3,0)

Human kind has a long history of body ornamentation. From the more permanent body modifications like tattoos and piercings, to temporary ones like makeup, body painting, hairstyling and colouring, to wearable objects like jewellery, accessory, clothing, and other personal possessions, the varieties are endless. Body ornamentation has its practical and functional values, and furthermore it reflects cultural values like the aesthetics and ethics of a society. At the same time, body ornament is a means for individuals to publicly showcase one’s attitude and style. As we move about in the public, our body becomes a mobile exhibition platform.

This course uses wearable objects, like clothing and accessories, to explore the possibility of utilizing these objects for the expression of one’s stance and beliefs. We will use various materials and fabrication methods to create and transform wearable objects. We will also investigate the differences between two manufacturing processes: Do-it-yourself and mass production, thus creating an arc between craft and design.

<http://ge.hkbu.edu.hk/course/GDCV-1116/>

GDCV 1816 Interactive Computing for Visual Communication (IGE) (3,3,0)

Media convergence has transformed the computational machine into an unprecedented rich multimedia communication medium

with ubiquitous connectively and interactive capability. This new medium presents endless possibilities with applications full of dynamic contents and rich visual user interface experience. Expertise in both computer science and visual communication are needed in order to fulfil the application demands.

This course aims to address these demands and prepare the students with all-around trainings and skills to master the challenges. Unlike traditional courses which are merely designed for one specific discipline of students, this course offers a unique platform for students without any prerequisites in mathematics, computer programming or visual design to acquire and establish the knowledge necessarily for the challenges.

This course introduces high-level programming concepts and approaches visual design on the new medium using approachable and intuitive computational visual building block environment such as Processing developed by MIT.

<http://ge.hkbu.edu.hk/course/IGE-1816/>

GDCV 1825 Religious Creativity and Visual Arts (IGE) (3,2,1)

This course aims at exploring diverse religious traditions, beliefs and values through visual language of artworks. Investigating a variety of artworks including sculptures, paintings, manuscripts, architecture and interior designs, it encourages students to examine notions of good and evil, values and belief systems, relationship between human and divine world, and religious engagements and rituals. Integrating art and cultural history and religious thinking, this course considers artworks as visual agents of various religions that broaden the conventional realms of aesthetics and create profound religious experiences.

<http://ge.hkbu.edu.hk/course/IGE-1825/>

GDCV 1826 Seeing the World from Scientific and Artistic Perspectives (IGE) (3,3,0)

The course will give students a well-rounded and advanced approach towards arts and science. The course will be taught by a team of artists and scientists from both faculties. It will cover topics on the development of art forms from a historical perspective that have a distinct relationship with the advancement of science. Examples of integration between artistic inspiration and scientific knowledge will be illustrated.

<http://ge.hkbu.edu.hk/course/IGE-1826/>

GDCV 1827 Understanding East Asian Transformation through Films (IGE) (3,2,1)

The course will examine the epochal transformations of East Asia as a whole region since the end of World War II. Its profound multidimensional transformations in economic, technological, political, social and cultural fields, as stimulating and powerful venues, will be discussed. Each important film selected for study would be an occasion for the students to learn the ideas input by the film artists who produced these films. The students would be led to appreciate the artistic expressions, the humanistic and ethical concern, and the joy and tears of professional and innovative filmmakers.

<http://ge.hkbu.edu.hk/course/IGE-1827/>

GDCV 1837 When West Meets East: Modernity in the Arts (IGE) (3,3,0)

This course aims to extend students’ knowledge and experience beyond their major study by exploring the Modernist art forms in Western culture, including visual arts, music and literature. Modernity and its theories are culturally specific concepts, and are nonetheless relevant to social-cultural conditions of the twentieth-first century, the Modernist art forms derived a century ago are of artistic and scholarly value.

By examining key concepts and works of arts, students of different major(s) will be able to understand the current world condition with references to what had happened and had been happening in the past.

The case study on *Chinoiserie*, including visual arts and opera, invite students to look closer to modernity and cultural influence in varying perspectives. Opera, once a popular art form, invites fresh insight of students of the 21st century as well as

spectatorship and directorship like Zhang Yi-mou. It is expected that the course would allow students to link the past to the present, and learn to recontextualise the existing art forms of Hong Kong and the Anglophone, as the former is often considered at the crossroads of East and West.

<http://ge.hkbu.edu.hk/course/IGE-1837/>

GDCV 1845 Videogames and Arts (IGE) (3,3,0)

The course aims to provide an introduction to the study of games, videogames as an art form in particular, as well as understanding games as a business, a cultural phenomenon and technological invention. The game design process will be introduced as a way to enhance problem solving skills and creativity. Students will be required to design a new game using the principles learnt in class and at the same time to address social issues that related to their everyday life experience.

In the course, students will learn about gaming theory (ludology) and the ways it applies to videogames, and as well as the fields of art, business and technology about videogames. Audio and visual elements in videogames are obvious creative content. Game in general is also a popular medium and strategy in contemporary art production, since 1960s. Interactive art and design in the digital era often displays game like characteristics. The study of videogames in the art context will provide students an alternative perspective to understand the gaming experience they are familiar with, and to encourage inter-disciplinary thinking.

The course covers the aesthetics of games in the areas of genres, graphics, storytelling, gaming theory, interactivity, and contemporary social issues. Upon completion of the courses, students will be prepared to reflect upon their own daily gaming practices from more critical and creative perspectives.

<http://ge.hkbu.edu.hk/course/IGE-1845/>

GDCV 1856 How Ideas Spread (IGE) (3,3,0)

This course explores cultural propagation of ideas from an interdisciplinary perspective that includes communication studies, anthropology, psychology, sociology, and marketing. It comprehensively, yet succinctly, examine what gets propagated (nature of popularly propagated ideas), who are involved in propagating (opinion leaders, early adopters, etc.), when cultural propagation arises (circumstances leading to the generation and spread of ideas), where ideas are spread (social networks, online communities, etc.), why individuals propagate ideas (motives, goals, and desires), and how ideas are propagated (modes of transmission).

<http://ge.hkbu.edu.hk/course/IGE-1856/>

GDCV 1875 Uncovering the Stories of Brands (IGE) (3,2,1)

The objective of this course aims to motivate students to think critically on diverse cultural and social issues. This course introduces students to the interplay of brands and perceptions in our daily lives. Emphasis is placed on studying the interwoven relationships among brands communication, society and consumers. The course aims to expand students' critical thinking through studying various brand stories from historical, social, economic and cultural perspectives. Through different theories and case studies, students will have a deeper understanding of how brands play a significant role in our social and identity transfiguration. Students are also able to research, analyze, integrate and criticize various brands stories and social development, and further apply the knowledge to their study and professional development.

<http://ge.hkbu.edu.hk/course/IGE-1875/>

GDCV 1886 Multimodal and Digital Literacies as Artistic and Social Behaviour (IGE) (3,3,0)

Language is not just composed of words, but is used together with a rich assortment of graphical elements such as pictures, icons and photos, and more attention is being paid to how visual elements contribute to meaning. Multimodality in brief means a combination of words, visuals and other semiotic resources to create meanings. Visuals are not limited to pictures but also include photographs, icons, videos, charts, graphs, fonts, space,

layout, etc. By introducing students to an integrated framework of 'nexus analysis', the focus of this course is on mediation: how language is mediated by multimodal resources, and how our lives and identities are mediated by multimodality. The course has the following specific aims: (1) To introduce how multimodal and digital literacies can be examined in different disciplines including social semiotics, fine art, psychology, communication and education; (2) To examine the interactions of words and visuals; (3) To examine how to improve digital and multimodal literacies; and (4) To discuss the artistic, social and communicative implications of digital and multimodal literacies.

<http://ge.hkbu.edu.hk/course/IGE-1886/>

GDCV 1896 Soundscape Studies and Hong Kong Culture (IGE) (3,3,0)

Soundscape Studies investigate the relation of an acoustic environment and the behavioral characteristics of humans living within it. They explore how people create, interpret and interact with sounds in everyday-life. Doing so soundscape studies link up artists, cultural studies researchers and anthropologists. This course aims at introducing this cross-disciplinary practice to students as a new trajectory to understand and reflect upon Hong Kong culture—through listening to its acoustic communities.

In this course, students will learn about the origins of soundscape studies, their theory and practices and in what ways they influence musicians, media artists and culture researchers. Also, they will 'unlearn' relying on sight as their primary sense, and 'relearn' the ability of listening. To achieve this a major focus of the course is on students conducting site-specific fieldwork to explore the idea of acoustic communities and their specific soundmarks. This will familiarize students with ethnographic research approaches, and will help them to develop their own critical position on cultural and social issues.

The practices exercised throughout this course can subsequently be applied in various fields of studies including anthropology, sociology, communication and creative arts.

<http://ge.hkbu.edu.hk/course/IGE-1896/>

GDCV 1897 Creative Thinking (IGE) (3,3,0)

Creativity is considered as one of the most important "soft skills" needed for everyone in this ever-changing world. It is now recognized that creativity can be nurtured and developed. There are creative thinking techniques that are universal to problem solving and can be broadly applied across disciplines.

This course is working towards laying out a foundation for our students to develop a habit for creative thinking that will enable them to utilize later in their chosen discipline. It aims at raising students' idea generation fluency, imagination capacity and risk taking parameters with the help of simple training. It also helps them recognize how one can develop creativity by shaping their attitude and overcoming the blocks.

The course start with introducing what is creativity, why creativity and then follow by how to be creative. This course takes student through the confluence view of creativity, the levels and style of creativity and the principles in creative problem solving. Students will develop their creativity through exercises of different creative thinking techniques and continuous self-reflection.

<http://ge.hkbu.edu.hk/course/IGE-1897/>

GDCV 1905 Multiculturalism and Society (IGE) (3,2,1)

This course aims to help students develop critical thinking and gain first-hand knowledge in our multicultural and globalized society. Paying equal attention to theory and practice, course time will be allocated to familiarize students with general concepts and categories useful in ethnic and migration studies; to bring in experts from different disciplines and ethnic communities to share their insights with specific reference to Hong Kong; and to let students have direct contact with local ethnic minorities, under the guidance of lecturers and performance artists with relevant experience, to conduct a community project, under the guidance of lecturers and performance artists with relevant experience. Learning activities are diverse, ranging from lecture, group discussions, group project, presentation, to performance.

<http://ge.hkbu.edu.hk/course/IGE-1905/>

GDCV 1915 Visual Culture in Everyday Life (IGE) (3,3,0)

This course aims to extend students' knowledge and experience beyond their major study by exploring the interaction between art, advertising and luxury goods, within the wider context of contemporary visual culture; and examining the interaction and influence of visual culture, in context of the contemporary art, its markets and the wider audiences.

The course will use non-traditional visual art, global TV advertising, music album covers and music videos, brand packaging, best seller book covers and so on, to identify and examine multi-dimensional engagement and insight from a range of perspectives.

In order to make connections across disciplines in context of contemporary personal, professional, and/or community situations, this course will have emphasis on critical thinking as well as analysis on art and visual cultural issues including governmental spending on culture, how an age-old painting grasps our imaginations, and how a piece of sculpture may change the outlook of our city.

Debates and questioning will be critically engaged with the development of visual culture and its association with the art market and luxury goods markets. This course assesses the contrasts and similarities, of the public and private sectors of art consumption and reflects upon aesthetic significance and monetary value of art. It also considers the changing notions of art and visual culture in terms of traditional associations of status, education and evaluates the roles of gallery, auction house, advertising and shopping mall as the centre pin of 'brands'. Further, reviewing the role of the public sector in the advancement of the art exhibition 'blockbuster' and the commercialization of art through case studies of world leading galleries such as Tate Modern, MOMA and the Guggenheim.

<http://ge.hkbu.edu.hk/course/IGE-1915/>

GDCV 1916 The Material Life of Things: The Life Mean and Value of Objects (IGE) (3,3,0)

Objects are the material leftover of human experiences, speaking to us about how our ancestors oriented themselves in the world. This course attempts to explore the concepts of material culture in order to contextualize place, identity and heritage in both a personal sense and within the large cultural boundaries and extend students' knowledge and experience beyond their major study.

Exploring the formal qualities, functions and histories of 'things' – ranging from personal items, works of art, geographical places of memories, monuments, and landscapes – using current examples of case studies and events in Hong Kong, this course discusses how objects shape our culture and how the material world is integral to meaning-making processes. By considering material culture of artifacts from the past, it introduces material culture theories from various disciplines, including anthropology, cultural studies, social sciences, art history and art theories, to critically study objects within a cultural, social and historical context. Students will examine objects and explore how their own personal history, interweaves with the social life of things, within a wider perspective of cultures.

This course will enable students to consider, how heritage objects can be a part of their own memories, what objects they would like to preserve, and how the presence of the past shapes, and has shaped, the cultural life of Hong Kong, with particular attention on interdisciplinary and/or community issues and situations. Through the study of tangible and intangible heritage, students will have better understanding about their personal experiences within the context of local history, and the significances of heritage preservation in embodying the civil values and sustainable development of Hong Kong.

<http://ge.hkbu.edu.hk/course/IGE-1916/>

GDCV 1917 Aesthetics in Human Movement (IGE) (3,2,1)

A mini lecture-laboratory interdisciplinary course designed to explore interactions between physical movement forms (e.g. sports and dance) and creative photography. Students will use their bodies as a tool in exploring design elements of shape, force, space, and time. They will apply these elements to build aesthetic

work in movement performance and photography. Students will learn how to construct photographic meaning, aesthetic composition, and colour balancing. They will also learn the basic techniques of digital camera work, proper digital workflow, and editing control in visualizing their visions. Students working together will explore how human movement aesthetics is as much a social as a physical experience.

Ideal for students with interests in dance and photography but have little to no previous experience in both disciplines. Camera device (e.g. mobile phone or compact camera) is advised.

<http://ge.hkbu.edu.hk/course/IGE-1917/>

GDCV 1935 Creative Entrepreneurship (IGE) (3,3,0)

The last two decades have seen extraordinarily rapid changes in the political, economic, social and cultural environment in which we live, globally as well as locally in Hong Kong. The rise of the Internet, the emergence of 'smart technology', and the broader phenomenon of 'globalisation' have led to significant changes in the structure of national economies around the world, and have given rise to concepts such as the 'knowledge economy' or the 'new economy' to characterise the dynamism of an economic system in which information is the key to the future development.

The concept of creativity has been co-opted as the driving force in this new economy, and was put at the centre of economic and social development; it is the key resource in business innovation, and it makes members of the 'creative class' potentially the decisive force in creating successful new ideas, products and/or services.

Nevertheless interpreting this principle observation of "doing business in the creative and cultural sector is the secret to success" is certainly falling short of its implications. Instead – as economist Günter Faltn says – "doing business with an artist's mind" is probably closer to the necessities of reality. Accordingly this course looks at the possibilities and potentials of doing business creatively, i.e. in new, original and un-expected ways, through a hands-on approach inspired by artistic practice. This does not (necessarily) imply that students will be doing works of visual arts, yet that they will apply the thinking of visual artists to ideas of making business.

<http://ge.hkbu.edu.hk/course/IGE-1935/>

GDCV 1936 Fashion Communication and Media (IGE) (3,2,1)

This course examines the intersection between fashion, media, personal identity, body and image management in today's society. Drawing on theories of social criticism and mass communication, we will assess the persuasive influence of fashion to consumers' image. We will also study how those images are created and reinforced by media. This course will assess fashion from different dimensions (such as textual, visual, physical, sexuality, psychological and spatial); and discuss its relations to art, culture, media and marketing; to questions of identity and self-fashioning, body, sex and image; to notions of style and anti-style. Students will learn critical approaches to public communication and apply those approaches to media, marketing communication, as well as fashion and lifestyle industry.

The course material will be delivered mainly in the form of lectures with creative sketching and "collaging", case studies, class discussions, individual writing, group project as well as company visit. The course design enables students to acquire communication skills pertinent to Fashion Communication, Lifestyle promotion as well as branding.

<http://ge.hkbu.edu.hk/course/IGE-1936/>

GDSC 1005 Environmental Principles and Contemporary Environmental Issues (3,3,0)

This course intends to enhance students' understanding on fundamental environmental principles and environmental ethical principles as well as to foster their critical thinking on environment-related issues. Specific issues covered in the course will include resources management, food safety, public health,