

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 Cultural Policy (3,3,0)**

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)**

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)**

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, 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 Design (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 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 Introduction to Visual Arts I (3,4,0) (E)**

The aim of this course focuses on heightening students' aesthetical and cultural awareness as well as facilitating them to develop 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 be ready to execute the creative ideas with appropriate media and problem solving skills in the up-coming stage of Introduction to Visual Arts II.

**VART 1006 Introduction to Visual Arts II (3,4,0) (E)**

Prerequisite: VART 1005 Introduction to Visual Arts I

The aim of this course emphasizes on the organization and execution of the creative ideas which students developed in the course of Introduction to Visual Arts I. Students have to explore different ways of categorizing the creative ideas from individuals; debate, negotiate and comprise on various possibilities of artistic feedback and eventually come with a unanimous decision for a team project in response to the specified topic. In this second stage of development, wide varieties of visual art forms covering two-dimensional, three-dimensional and time-based media will be investigated and be experimented through a series of integrated seminars and hands-on workshops. Students are expected to employ appropriate artistic skills and teamwork strategy to execute the creative project for a final showcase.

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

Prerequisite: VART 1006 Introduction to Visual Arts 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