

and communities. Students will be engaged in discussing issues involving language, text, culture, prejudice, power and tolerance. The term “translation” will be treated as a critical concept that encompasses social and textual practices and enables the exploration of sameness and difference, identity and otherness. Examples will focus on interactions between the Chinese and other cultural contexts.

TRAN 4045 Intersemiotic Translation, Adaptation and Intertextuality (3,3,0)

This course aims to engage students in thinking critically and creatively about intersemiotic translation (i.e. the interpretation of the signs of a sign system with the signs of another system) and other practices of interpretation such as adaptation, rewriting, imitation and borrowing with reference to the ideas of intertextuality, memes, difference and repetition, with an emphasis on the exploration of the ideological implications concerning the transformation of cultural artefacts across genres and media.

TRAN 4898-9 Honours Project (3,3,0)

This is a year-long course which will engage students in the production of either (1) an extended piece of translation or (2) a thesis on a topic related to translation or intercultural studies. In the case of (1), the text to be translated, either from English into Chinese or from Chinese into English, will be generally between 10,000 and 12,000 words/characters long; in addition to the translation, the student should submit an introductory essay which gives a rationale for the selection of the text for translation, provides an analysis of the source text and discusses the problems encountered during the process of translating as well as the approaches and strategies used for solving these problems. In the case of (2), the thesis will be between 10,000 and 12,000 words/characters long; the student should demonstrate in-depth understanding of the topic of investigation, well-developed research skills, as well as an ability to express ideas in a clear and coherent manner.

U.L. 1121-2 University Life (0,*,*)

Workshops and activities in this programme aim to enhance students' capabilities to face challenges and find solutions that come from academic or work environment. It consists of four elements: U-Life Orientation Workshops, Co-curricular Learning, Academic Advising/Mentoring Sessions, and Academic Integrity Online Tutorial.

ULIF 1008-9 University Life (0,*,*)

Workshops and activities in this programme aim to enhance students' capabilities to face challenges and find solutions that come from academic or work environment. It consists of three elements: U-Life Orientation Workshops, Co-curricular Learning, and Academic Integrity Online Tutorial. Details and dates of completion can be found at <http://www.hkbu.edu.hk/ge/ge-programme/ulife/>.

VAAA 7100 Management of Creativity (3,3,0) (E)

This course attempts to investigate how art administrators can act as the bridge between artists, governments and various stakeholders in offering a vast array of cultural experiences for 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 Public (3,3,0) (E)

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 Administration (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 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 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) (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, 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 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