

VART 3327 Hong Kong Craft: Tradition and Transformation (3,4,0)

Prerequisite: VART 2305 Art in the 20th Century I

Hong Kong is known for its concentration of traditional craftspeople and clusters of materials for handicraft industry. Nowadays, Hong Kong, as one of the post capital cities in Asia, faces urban re-development and the consequent potential loss of local marginalized wisdom of craftspeople and community networks. One of the Academy's roles is to provide a platform to study traditional handicraft, conserve its culture and support its re-generation. By doing so, this course will inspire ideas and concepts also in subjects like Ceramics, Glass, Jewellery Design, sculpture, and Wearable.

This is a practice-based course with theory presenting the Hong Kong handicraft industry's early development and handicraft skills. In exploring the relevant development in trend and ecological environment of traditional handicraft, its position within the framework of art-theory based cluster will also enhance the cognition of intangible cultural heritage and its sustainable conditions under the material culture concerns and cultural policy-making.

The course will experience sharing of and collaboration with local traditional craftspeople. It emphasizes both technique training and materials exploration, including the handling and interpreting of traditional or new materials and how to convert them into a new form of art and design. Student will be encouraged to interact with each other and the local community for their creative projects. Handicraft such as paper offerings for ancestors, paper scissor-cuts, Cantonese embroidery, Chinese bird cage, paper lantern, flour-clay character, rattan knitting, galvanized iron manufacture, cart and wooden boat building etc will be studied in this course.

VART 3335 Museum Studies (3,3,0)

Prerequisite: VART 2305 Art in the 20th Century I

Museums have served many functions, as repositories of antiques, temples of genuine artworks, platforms for life-long learning, and as social agents promoting civic values. How do museums balance their diverse roles and responsibilities against a backdrop of changing social agendas, commercial competition, and the global diversification of communication technologies?

Focusing on policy issues and professional concerns, this course examines organizational conventions, collection management policies, documentation systems, interpretation and communication mechanisms, and education and outreach programmes, to consider how museums can shape a new form of public life around diverse cultural resources. Through case studies, hands-on workshops, and site visits, this course offers students practical knowledge of art administration with an emphasis on operation routines, management skills, and project planning, to bring art to a wider audience. This course also examines how museums can convey standards about the value and meaning of artwork, shape public understanding of art, and become involved in the production of art and culture. Students will learn about operating mechanisms of museums and reflect on the complex relationship between museums and contemporary practices in the art world and in society.

Looking into various museum practices, such as acquisition, preservation and displaying of artwork, this course explores how meanings of art would be created and thus enables students to reflect on their artistic practices. This helps bridging with many practical courses offered by the AVA.

VART 3336 Art, Culture and Criticism (3,3,0)

Prerequisite: VART 2305 Art in the 20th Century I

Art criticism is an essential element of artistic practice and has a multitude of uses from artist's statements to exhibition, critical analysis and academic discourse. How the artist uses words to analyse and describe works, becomes a necessary component in the dissemination and communication of the creative.

This course will use the practice of viewing exhibitions with a focus on Hong Kong and Chinese artists to provide practical skills of visual analysis to improve students' individual critical analysis

and research. In addition this course will visually explore the essence of communication, and the positions and perspectives of artists and art writers. It further provides primary sources to explore the changing role of the writing about art, from manifesto and critic to intention and reception.

Art, Culture and Criticism reveals the relationship between art, creativity and language, as a methodology that can enhance communication and critical engagement with art theory and art historical writings. It will also assess writings on modern and contemporary visual arts practices by looking at how key texts from the past have informed present discourses on art. The course thus examines fundamental skills of research practice, methods and methodology for practicing artists and academics in writing on art.

We will visit a number of exhibitions and critically examine the work in comparison with artists' writings through selected examples of current exhibitions in Hong Kong, utilizing- where possible- primary source materials like notes, correspondence, manifestos, and other printed matter.

VART 3337 The Anthropology of Art (3,3,0)

Prerequisite: VART 2305 Art in the 20th Century I

This course introduces the study of visual anthropology, examining the visual documentation of humanity and its cultures. Exploring a variety of media objects and events, this course critically engages students into debates and issues related to photography, advertising, global mass media, material culture and the impact of new technologies.

The visual interpretation offers significant insight into our understanding of the human development in terms of our own identities, and within the wider global and historical contexts. Fragile, and often temporarily specific, the analyses of visual elements offer an intellectual platform for contextualization and decontextualization.

Exploring concepts and methods as research tools for anthropological inquiry that consider the inter-connection of reality, social perspectives, and the resulting visuality, which can help to inform and influence our ways of understanding and assimilating our lives and societies.

Through the discussions of what images mean to us, and their effects, the course will further poses crucial questions surrounding our understanding within the historical, cultural and social, value and power of vision, image and artefact. Emphasizing and contextualizing the relations between people and the visual as objects, studied both within and external to, environmental and cultural context, this course will guide students to integrate various points of view and develop their own critical judgment of the Visual Arts.

VART 3367 Exhibition and Art Markets (3,3,0)

Prerequisite: VART 2305 Art in the 20th Century I

How is art effected and affected by exhibition cultures and art markets?

Do exhibitions define art buying patterns? Or do buying patterns define exhibitions?

These are key questions for the understanding of the art world, and need to be of core interest to the emerging artist breaking into the highly competitive art market place.

From the differing perspectives of both the public and the private sector, this course will provide navigation support and assessment of the contrasts and similarities of the sectors, discussing issues of wealth and value, consumption, and ownership.

To do so the course will extend the students knowledge of the history and theory of exhibitions, collecting, and the effect and impacts of the growing commercial art markets. It will further analyse the roles and restrictions of cultural policy and definitions of culture, in a local and global sense, and contextualise these frameworks for public and private sectors. Case studies of world leading galleries such as Tate Modern, MOMA and the Guggenheim will be studied to determine the meaning of 'blockbuster exhibitions' and the commercialisation of art as is evident through the marketing practice of exhibitions and their associated gift shop memorabilia.