

The changing role of art and its exhibition will be examined, in terms of traditional associations of status, education and of art in an increasing commercial form as investment. Assessing the roles of gallery, dealer, auction house and buyer as the centre pin to driving and responding to market forces. These themes and topics will provide essential knowledge of the arts sector, reviewing the role of the public and private sectors in the advancement of the art exhibition.

**VART 3375 Arts of Asia (3,3,0)**

Prerequisite: VART 2305 Art in the 20<sup>th</sup> Century I

The fundamental aim of this course is to provide students with a broad understanding of Asian art in the 20<sup>th</sup> century. It will explore the range of arts from Painting, sculpture, architecture, decorative arts, modern and contemporary art. The course will look at art produced in China, Japan, Korea, India, Taiwan, and Southeast Asia, questioning the differences and individuality of the creative product.

The course will further question ideas of national identity in modern and contemporary art and will be used to illustrate the diversity and uniqueness of visual art and culture in these countries. We will examine the cultural interaction through which the production, trading and consumption of art and the course will actively encourage students to investigate the individual characteristics of visual arts of different countries and cultures, it attempts to enhance student's understanding of the visual arts in the scope of Asia.

To understand any culture it is necessary to study the arts from that culture and how they interrelate with historical, geographical, religious and philosophical factors. The Arts of Asia make tangible and visible the beliefs, which have guided the various civilizations of the continent.

**VART 4015 Research and Practice in Visual Arts (6,6,0)**

Prerequisite: Completion of minimum one BA-cluster from SMA concentration or VAS concentration

This is an independent study courses for Year 4-students of the BA (Hons) in Visual Arts-programme. It focuses on interdisciplinary research in the visual arts, centred around a self-generated practical creative investigation. While there are no principal formal restrictions to the investigation or the creative project – it may be of any medium or approach – students have to produce substantial research work as their outcome. This research is then to be the basis for their subsequent Honours Project.

This initial theory-based framework of the course is made up of a series of workshops that aim at consolidating, combining and extending the wide range of cross-disciplined research methods, cross-media creative approaches as well as work documentation and presentation skills that students of the programme have acquired in their previous studies so far. Participation in these workshops will help the students to independently pursue their investigations and experimentations within their personal projects in this course. These activities will also establish a time and workload structure to give guidance to the students, and provide opportunity for feedback and criticism in the further course.

To provide the students with opportunities to research the fundamentals and the context of their own intended self-assigned creative project the initial comprehensive research introductions will be followed up by a sequence of lectures, case studies, tutorials and other relevant teaching and learning activities related to the students' specific concentration of choice.

The knowledge, skills and experiences that students gained in this course are prerequisite for the Honours Project in the last term of study in the BA (Hons) in Visual Arts programme.

**VART 4055 Honours Project (6,\*,\*)**

Prerequisite: Year III standing

The Honours Project provides a keystone experience for the student in his final year in the BA (Hons) in Visual Arts programme. It gives the student an opportunity to prove his capability of solving independently and self-reliantly a self-generated assignment in the work-field of the Visual Arts. He will apply the concepts and skills gained on the programme to

the investigation. In successfully doing so the student will meet academic and creative standards that allow the Academy to confer the BA (Hons) in Visual Arts degree on him.

The Honours Project has to be completed by all students during their final term of study in the BA (Hons) Visual Arts programme. To increase students' performance during the development of their Honours Project, and as preparation for their careers after graduation the Honours Project includes a series of required workshops.

**VASA 7010 SMA Studio Project I (9,4,8)**

The SMA Studio Project I is the first part of the 2 consecutive 9-credit courses which embodies research, development and trial execution of a body of individual studio work. The course will be conducted in form of seminar, tutorial supervision and independent studio practice within a concentration-based tutorial group under the guidance of a supervisory team.

Knowledge and skills in a variety of professional aspects as well as different creative approaches will be discussed throughout the course. The outcomes will be a series of studio work in progress with appropriate references and theoretical backup together with a formal project proposal which show great potential to be further developed in SMA Studio Project II.

**VASA 7020 SMA Studio Project II (9,4,8)**

Prerequisite: VASA 7010 SMA Studio Project I

The SMA Studio Project II is the second part of the 2 consecutive 9-credit courses. Students have to continue the artistic exploration bring forward from Studio Project I and eventually realize the proposed independent project under the guidance of respective supervisor. The final outcomes of the SMA Studio Project II will be a series of studio work with well-defined theoretical framework, references and continuous development according to the project proposal approved by the supervisor.

The format and deliverables of the SMA Studio Project II should demonstrate the students' mastery of the knowledge, skills and professional attitude acquired throughout the programme as well as to show their achievement of independent creative pursuit.

**WRIT 1005 Creativity: Theory and Practice (3,3,0) (E)/(C)**

The course aims to help students acquire a systematic and up-to-date knowledge of the meanings of creativity, from theoretical and descriptive points of view with experiential learning to engage students in exploring their own creative potentialities and the practical applications particularly in writing.

**WRIT 2005 Biography Writing (3,2,1)**

This course aims at introducing to students a particular genre of personal writing, the biography. In this reading and writing course, students will conceptualize, research, write and revise biographical narratives. Questions of how to structure and select, how lives can be written in an authentic way, and how to do justice to other's lives will be tackled. Students will also experience, through appreciating masterpieces of biographical writing, the diverse ways in which other authors have also written lives.

**WRIT 2006 Food, Wine and Travel Writing for the Leisure Industry (3,3,0) (C)**

The course aims to enhance students' cultural literacy through appreciating a variety of bilingual texts of different genres themed food, wine and travelling, which serve to offer creative inspirations and critical insights for students' creative and professional writing.

**WRIT 2007 Editing and Publishing (3,3,0) (C)**

This course aims at fostering a comprehensive understanding of the nature, operations, historical development, and ongoing dramatic changes in publishing as a creative industry. It attempts to train students to master the core editing skills of English and

Chinese publishing for both print and electronic books, to enhance students' competence to apply basic editing skills to all media forms, and to develop students' competitive advantage in the newly evolving industrial environment.

**WRIT 2015 Writing Seminar: Workshop in Creative Writing (3,3,0) (C)**

This course aims to enable students to understand and examine the major creative writing genres through practices and critical analysis, explore the rich diversity of modern literary writings, and read representative works in English and Chinese that will parallel the writing exercises in both languages. (This course is cross-listed as HUMN 2015.)

**WRIT 2016 Writing for Science (3,2,1)**

The course aims to introduce the interested student to the excitement and challenge of science writing, which concerns itself with the communication of scientific knowledge and discovery to the educated layman.

**WRIT 2017 Writing for Business (3,3,0)**

The course aims to help students write effectively in work situations and learn writing as it exists in business and the professions. It prepares students to be effective writers and communicators in the workplace. Successful professional writing in business field does not only meet certain formal requirements but it also achieves the writer's goals and meets the reader's needs. The course also helps students analyse how textual genre function in business and professional settings, and assist them gain extensive individual and collaborative writing practice in these genres and acquire expertise in applying persuasive techniques and in problem solving.

**WRIT 2025 Advertisement Copywriting (3,3,0) (C)**

This course aims at introducing to students how copywriting in advertising is different from general writing, and how it can play an important part in selling a brand, a product or a service. In this course, we will conceptualize advertising writing in relation to advertising strategy, big idea, target audience and medium. Real-life case studies and references will be used to inspire. As students learn from these examples, they will be required to apply the basic knowledge to write effectively for advertising campaign.

**WRIT 2026 Special Topic in Creative Writing (3,2,1)**

This course aims to provide an opportunity for students to study in depth selected topics related to the study of creative writing. This course would be offered with different contents. Special topic on creative non-fiction, poetry, or fiction may focus on a particular theme, sub-genre, or problem. Topics could include writing that engages with the public affairs; writing that engages with a particular place such as Kowloon City; writing that combines genres or works intertextually; writing that engages with new media; literary work that engages with visual arts, music, video, or vocal performance.

**WRIT 3005 Reading Masterpieces and Writing Your Own (3,3,0) (C)**

The course aims to help students acquire a wide overview of the major works of literature and non-literature, with a focus on some of the biggest names and works in and beyond the Chinese and Western histories. By reading and discussing selected exemplars in different literary and non-literary genres of different traditions, this course helps students choose various topical areas to research followed by writing assignments in the same genres leading to their final writing project.

**WRIT 3006 Professional Writing Practicum: Essentials of the Craft of Writing (3,3,0) (C)**

This course aims to (1) enable students to cope with the writing tasks in the commercial and public fields of employment in Hong Kong; (2) help student grasp and understand the functional forms of writing in both English and Chinese; and (3) teach students the intellectual and practical skills necessary for effective

communication in the commercial field. (This course is cross-listed as HUMN 3016.)

**WRIT 3007 Writing for New Media (3,3,0)**

This course examines how the digital technological changes create impacts on the practice of writing and explores various methods of writing for new media, such as websites, blogs, wikis, social networking sites, text messages, videos, and other converged media. While studying how technology shapes our use of networked communication, the course also investigates the emerging practices of writing and questions what it means to write in the new media context.

**WRIT 3015 Scriptwriting for Theatre (3,2,1) (C)**

The course aims at helping students acquire basic concepts, knowledge and skills, and provide them with practical training in writing theatre play. It aims not only at conveying practical skills and techniques in theatre creation, but also helping students understand theatre as a distinguished art form, its aesthetics, and develop their own idea and style in theatre as an art.

**WRIT 3016 Special Topic in Creative Writing (3,3,0)**

This course aims to provide an opportunity for students to study in depth selected topics related to the study of creative writing. This course would be offered with different contents. Special topic on creative non-fiction, poetry, or fiction may focus on a particular theme, sub-genre, or problem. Topics could include writing that engages with the public affairs; writing that engages with a particular place such as Kowloon City; writing that combines genres or works intertextually; writing that engages with new media; literary work that engages with visual arts, music, video, or vocal performance.

**WRIT 3017 Special Topic in Chinese Creative Writing (3,3,0) (C)**

This course aims to provide an opportunity for students to study in depth selected topics related to Chinese creative writing. This course would be offered with different contents. Special topic on creative non-fiction, poetry, or fiction may focus on a particular theme, sub-genre, or problem. Topics could include writing that engages with the social concerns; writing that engages with a particular place such as the countryside or Taipei; writing that is categorized as certain genre; writing that engages with digital technology; literary work that engages with other forms of arts or cultural production.

**WRIT 4005 Cultural Differences and Creative Writing (3,3,0) (C)**

In the age of globalization, more and more cross-cultural values have been instilled in various forms of writings. Cultural differences in thoughts and writing styles have become increasingly important, and writers better trained in mastering cultural diversities will be more successful. This course is designed to trigger greater understanding of cultural differences in a globalized world and their impact on creative writing. It also provides opportunities to discuss issues surrounding cross-cultural issues which could add color to creative writing. This course aims to stimulate students' thought about culture differences and their impact on creative writing, and guide them to master cultural diversities in their writings.

**WRIT 4006 Writing Internship (3,\*,\*)**

The course aims to offer students the opportunity to apply knowledge they have gained in classrooms to a professional environment. The fundamental values of the course lie in the pedagogical benefit of "experiential learning", combined with academic reflection and the idea of host companies supporting emerging graduates in the field. During the period of the internship, they will acquire industry experience through producing work to briefs and under the pressure of deadlines. They will also learn and improve their writing skills through sharing their experience of writing with colleagues in a critical and creative atmosphere.