

**V.A. 3600 Hong Kong Craft: Tradition and Transformation (3,4,0)**

Prerequisite: V.A. 2240 Visual and Material Culture

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.

**V.A. 3610 Visual Arts Internship (3,\*,\*)**

Prerequisite: Completion of minimum four Visual Arts level II courses

All students of the BA (Hons) in Visual Arts programme are recommended to undertake an internship within their preferred career area during their time of study. An internship links classroom theory to professional practice, and thus will provide the student with learning experiences beyond the possibilities of the BA (Hons) programme. Such experience will be valuable for the student's professional and personal development, and in particular very helpful in establishing and/or verifying the student's career intentions.

As any internship is not supposed to interfere with the regular studies of the student, it will usually be taken as a summer course during term break. Any internship will be self-organized by the student, in an institutional body related to the cultural and/or creative sector. To be eligible for credit units the internship needs to represent a workload equivalent to 264 regular working hours (i.e. six full working weeks) to be taken as one consecutive employment. The nature of work performed by the intern during the internship should reflect a reasonable professional level in design, visual arts, arts administration or equivalent.

If a student intends to claim credit units for an internship, he has to seek approval through the Internship Coordinator prior to up-taking the position. In order to get approval the student needs to provide sufficient information about the internship provider—including the name and contact data of a specified supervisor from within the internship institution—as well as about the intended nature of work during the internship. Upon returning to his studies the student is obliged to provide exhaustive documentation of his doings during the internship, and a written report from the internship supervisor to the Internship Coordinator. The Internship Coordinator will assess the sufficient validity of the tasks performed during the internship, and declare—usually after consultation with other academic staff—the relevancy of the internship for one particular concentration. Any internship will only be graded as “pass/fail”, and will be listed in the student's Transcript of Records.

**VAAA 7100 Management of Creativity (6,6,0)**

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 7200 Arts and the Public (3,3,0)**

This course is designed to explore how people associate with arts through an investigation of cognitive science, aesthetics perception, learning models and communication theories. The theoretical studies will enable students to further examine why people would engage into arts, what aesthetic experiences mean to audiences, and the rationale of art education. Students will also look into practical implications of the theories in developing marketing strategies, organizing education activities, and building audiences in a multi-facets endeavour.

**VAAA 7210 Art Curatorship (3,3,0)**

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.