Project title (in English)	Project title (in Chinese)
Art Span – Online Research Platform	展．藝－ 網上研習平台

Project summary

(Please provide an executive summary of the project proposal in __no more than 500 words__.)

This project leads to the construction of an online research platform for digitized art readings and materials, with a focus on local references. The need of online research has been growing in the education sector; however, online information on local art resources for academic purpose has always been rare. This platform, constructed with an aim to facilitate students' research and to enrich students' reading experience in art-related subjects, is deemed to be the first of its kind in Hong Kong; and it will primarily be composed of the following two major sections:

I.   Online Art Resource Centre (to be open for public access)

Being the only accredited local institution specializing in art, Hong Kong Art School (HKAS) has been dedicated to the production of publications and teaching aids on art-related topics throughout the years. The annual graduation exhibition catalogues and the documentation of the annual projects carried out by students of the School can at the same time serve as exquisite reference sources for researching and benchmarking purposes in relevant subjects across local institutes. Moreover, being the first non-profit arts organization established in Hong Kong, Hong Kong Arts Centre (HKAC) also has a wealth of experience in producing specialized art publications, while many of them focus exclusively on local issues.   Through this Online Art Resource Centre, electronic version of selected art publications, exhibition catalogues, reports and documentations produced by HKAS and HKAC over the past 35 years can be made available to public access and for academic purposes.

II.   Online School Library (mainly for access of HKAS students)

With the increasing popularity of online access to reference materials nowadays, and in view of the physical limitation of the library space in Hong Kong in general, the School is keen to explore the potentiality of bringing a portion of the School library online.   This refers mainly to the digitization of selected reference books and reading materials that are closely associated with the existing curriculum of the School's accredited programmes; and it aims to allow students' access to reference materials without temporal, physical and geographical limits. This is developed to also help enhance students' learning experience and reading habit. The School is aware of the potentially sensitive issues on copyright and intellectual property involved in the digitization process; hence, the library may mainly be made available for secured use among students of the School, while students from other locally accredited post-secondary institutions may also apply for use on individual basis.

Bridges and mutual support can also be built between this platform and the Art Node – Online Learning Platform that the School previously established via the former Quality Enhance Grant Scheme. Art Node is a platform for collecting archives of moving images, it consolidates local and international art activities conducted by HKAS and HKAC and promotes self-learning culture among students; while Art Span will serve as a sharing platform for spreading out digitized version of printed resources, encouraging students to expand their reading boundaries and to reach out to further their researches.

* Please delete where inappropriate.

Project objectives

(Please identify the project objectives and explain how they will be attained.)	
Objectives	To be attained by
1. The prime/overall objective is to facilitate students' online research for art-related readings and printed materials, especially referring to local resources.	By establishing an online platform that can hold digitized version of relevant resources; the platform is also expected to be equipped with inviting and friendly navigation system, encouraging students to use and browse. It will also involve the development of an infrastructure that can systematically transform printed materials into digitized version.
2. To share with students across different institutions and the public the exclusive printed archive on local arts, including art publications, exhibition catalogues, reports and documentations produced by HKAS and HKAC over the past three and a half decades.	By selecting and digitizing the appropriate printed resources, properly locating them on the online platform to be constructed and making them available for students as well as public access.
3. To enhance students' learning experience, expand their reading boundaries and improve their reading habits.	By allowing students (in general) flexible access to exclusive local art resources and (for HKAS students) selected library materials that are closely related to their programme curriculum, and by putting the resources on line, students' access can be made without temporal, physical and geographical constraints.

Implementation, deliverables, beneficiaries and cashflow

(Please describe the activities to be implemented and indicate the expected number of beneficiaries, the outcomes/deliverables and cashflow in each timeframe of the project.)

Estimated start date of project:		September 2013
Timeframe	Activities and beneficiaries	Deliverables and cashflow
Sept 2013 – Feb 2014	• Recruit staff members (including one Project Coordinator and PT helpers) • Engage Web & Text Translation service • Engage Website Design & Construction service • Carry out researches on academic needs and existing resources of relevant art subjects and related copyright issues • Work on the benchmarking and the positioning of the Online Platform • Kick-start the construction of the overall framework of the Online Platform • Evaluate and select relevant printed publications / materials from HKAS and HKAC archive for the Online Art Resource Centre of the Platform Expected no. of beneficiaries: N.A.	• Appointment of corresponding staff members and service providers to get the planning and the implementation of the whole project started • Researches on existing resources which help position and benchmark the Online Platform • A framework on the preliminary structure of the Online Platform • List of selected printed publications / materials produced by HKAS and HKAC to be used for the Online Platform Cashflow: $426,000
Mar – Aug 2014	• Construct the overall framework of the Online Platform • Shape and construct the Online Art	• Overall framework of the Online Platform • Electronic versions of the

	• Resource Centre on the platform • Transform selected publications into digitized / electronic format • Upload selected publication onto the Online Art Resource Centre • Conduct testing and pilot run of the Online Art Resource Centre first among HKAS students and staff members Expected no. of beneficiaries: 600 (referring to 100 staff members of HKAC and 500 students from academic award-bearing programmes of HKAS)	• printed materials ready for the Online Art Resource Centre • Completed construction of the Online Art Resource Centre • Testing and pilot run of the Online Art Resource Centre Cashflow: $386,000
Sept 2014 – Feb 2015	• Continue the testing and the pilot run of the Online Art Resource Centre, and can extend the use to PT lecturers, students in professional / vocational development programmes and short courses, and alumni of the School • Shape and construction the Online School Library • Work on the selection and the sorting of printed readings and materials that are related to the core curriculum of the accredited programmes of the School • Transform selected publications into digitized / electronic format • Upload selected publication onto the Online School Library • Purchase electronic versions of selected reading materials that cannot be digitized and when appropriate • Work out the security and log-in system for the School Library section of the platform in view of copyright issues • Conduct testing and pilot run of the Online School Library Expected no. of beneficiaries: 12,700 (referring also to 100 PT lecturers, 2,000 students of professional/ vocational development programmes and short courses and 10,000 alumni of the School)	• Extended testing and pilot run of the Online Art Resource Centre • List of selected reading materials to be used for the Online School Library • List of electronic versions to be purchased for the Online School Library • Completed construction of the Online School Library • Testing and pilot run of the Online School Library Cashflow: $516,000
Mar – Aug 2015	• Finalize the Online School Library and put this section into full use among students of the School • Bridge the Art Span research platform with the previously established Art Node learning platform • Finalize the Online Art Resource Platform and open it up to the public users for a soft launch (for the public, it is anticipated that regular visitors of the Art Node platform would also be engaging in the use of the Art Span platform through the bridges, the Art Node platform receives an average of 1,000 visits per month) • Official launch of the whole Art Span – Online Research Platform • Engage Design service for the production of the publicity materials • Leaflets and emailer on the platform will be designed and produced to	• Bridging established between the Art Span Online Platform and the formerly established Art Node Online Platform • Soft Launch of the Online Art Resource Centre via existing channels to the public • Appoint Design service for publicity materials • Official Launch of the whole Art Span Online Research Platform • Publicity leaflets and emailer • Sharing / Forum Cashflow: $429,000

	spread the message to the senior secondary and the tertiary education sectors ● A sharing / forum will be conducted introducing this platform to the public Expected no. of beneficiaries: 113,800 + (referring also to: ■ 200 local secondary schools x 400 students in the senior secondary forms = 80,000; ■ 30 local tertiary institutions x 500 relevant students in relevant disciplines = 15,000; ■ 1,000 monthly visits of Art Node x 6 months = 6,000; ■ 100 public as attendees of the forum; and ■ Unlimited visitors on internet platform)	
Estimated completion date of project:	31 August 2015	
Expected total no. of beneficiaries by the end of project:	Over 113,800	

Project budget (Details are also available at **Annex I**.)

Projected Expenditure (Please provide detailed breakdown under each item.)	Amount in HK$			
	Year 1	Year 2	Year 3	Total
a. Manpower	237,600	237,600		475,200
b. Equipment / Facilities	250,000	115,000		365,000
c. Services	310,000	350,000		660,000
d. General Expenses	14,400	230,400		244,800
e. Others (e.g. auditor's fee)	0	12,000		12,000
Total Expenditure :	**812,000**	**945,000**		**1,757,000**

Projected Income (if any)	Amount in HK$			
	Year 1	Year 2	Year 3	Total
a. (e.g. fees received)	N.A.	N.A.		N.A.
b.				
c.				
Total Income :				

Sources of funding

a.	Amount of grant sought under this application:	1,757,000
b.	Other sources of funding (e.g. donations, contributions from the applicant/its parent organisation, etc. Please give the name(s) of the sponsor(s), the amount of funding, and indicate whether the funding has been secured.):	N.A.

Key personnel involved and self-evaluation mechanism

(Please indicate in each timeframe the evaluation measures to be conducted, the key personnel to be involved and their roles/duties, and the scope of each evaluation measure.)

Timeframe	Evaluation measures	Personnel involved (roles/duties)	Details of the evaluation mechanism
Sept 2013 – Feb 2014	• Monthly Progress Meeting • Verbal reports on progress are welcome during other time to ensure the smoothness in planning and implementation • Half-yearly Formal Progress Report	• Person-in-charge of the project • Project Coordinator [to be recruited] • Admin. Officer (Library and Art Resource Centre)	Meeting will be held on monthly basis to monitor the progress of the project. Feedbacks and findings of items raised in each meeting will be followed up in the next meeting. Formal Progress Report will be assessed by Person-in-charge of the Project.

Mar – Aug 2014	• Monthly Progress Meeting • Verbal reports on progress are welcome during other time to ensure the smoothness in planning and implementation • Half-yearly Formal Progress Report	• Person-in-charge of the project • *Project Coordinator [to be recruited]* • *Representative from service provider on web design & construction service and translation & editing service [if applicable & to be engaged]* • Admin. Officer (Library and Art Resource Centre)	Meeting will be held on monthly basis to monitor the progress of the project. Feedbacks and findings of items raised in each meeting will be followed up in the next meeting. Formal Progress Report will be assessed by Person-in-charge of the Project.
Sept 2014 – Feb 2015	• Monthly Progress Meeting • Verbal reports on progress are welcome during other time to ensure the smoothness in planning and implementation. • Half-yearly Formal Progress Report	• Person-in-charge of the project • *Project Coordinator [to be recruited]* • *Representative from service provider on web design & construction service and translation & editing service [if applicable & to be engaged]* • Admin. Officer (Library and Art Resource Centre)	Meeting will be held on monthly basis to monitor the progress of the project. Feedbacks and findings of items raised in each meeting will be followed up in the next meeting. Formal Progress Report will be assessed by Person-in-charge of the Project.

Mar – Aug 2015	● Monthly Progress Meeting ● Reports on progress are welcome during other time to ensure the smoothness in planning and implementation. ● Final Formal Progress Report	● Person-in-charge of the project ● *Project Coordinator [to be recruited]* ● *Representative from service provider on web design & construction service and translation & editing service [if applicable & to be engaged]* ● Admin. Officer (Library and Art Resource Centre) ● Representative from Communication & Development team of the School (for publicity issues)	Meeting will be held on monthly basis to monitor the progress of the project. Feedbacks and findings of items raised in each meeting will be followed up in the next meeting. Formal Progress Report will be assessed by Person-in-charge of the Project.

III Other Information (if applicable)

1 Sharing of project deliverables *(Please describe how the deliverables/outcomes will be shared or used by other institutions in the sector and what information can be uploaded on relevant EDB websites during and/or after the project period.)*

This is an Online Research Platform aimed to be developed for public access, the Online Art Resource Centre section in particular is designed as the first of its kind of Hong Kong for shared use among students across the senior secondary and the tertiary education sectors. A hyperlink can be established between this Online Platform and relevant EDB websites as and when appropriate.

2 Project sustainability *(Please indicate how staff will commit to ensure project sustainability and describe how the recurrent expenditure involved will be met after completion of the project.)*

After the project period, the Online Platform will be maintained with collaborative effort of the School Administrative team (mainly referring to staff members associated with the School Library and Art Resource Centre as well as the IT team) and the Project team of the School. The archive on the Online Art Resource Centre will be updated on a regular basis, with new publications of the School and new documentations of students' projects being input there; while the content of the Online School Library will also be reviewed on a quarterly basis, and new references will also be accordingly uploaded to the platform with recommendation from teaching staff when appropriate.

The recurrent expenditure, after the construction of the website will mainly be reduced to the maintenance fee and the hosting fee of the website and the related server, and they will be accordingly absorbed by the School.

3 Past experience in organising projects of similar or relevant nature and achievements

HKAS has rich experience in organizing art education projects, and merely over the past few years (from 2010 to present), the School has already conducted approximately 16 projects with funding received from different bodies including the HKSAR Government (mainly, from different divisions of the Education Bureau, and some projects are still going on at the moment). Details of relevant projects are listed at **Annex II**.

4 Publicity plan *(Please describe all the publicity activities to be involved and how they will be carried out and list all the publicity materials to be produced to acknowledge the support of Quality Enhancement Support Scheme.)*

Leaflets (with approximately 3,000 printed copies) and emailer will be designed and produced particularly for the project, and they will be distributed to senior secondary as well as tertiary education sectors.   A forum / sharing involving interested parties from education sector and the art and design industry will also be conducted to introduce this project.

Since the project comes in the format of an online platform, visitors from different geographical backgrounds can get access to it, and the number of visitors is expected to be unlimited.

Acknowledgements of the support provided by the QESS will be made in all publicity materials as well as on the Online Platform.

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5 Others

a)   Opening up the printed art archive of HKAS and HKAC to the public
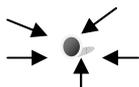HKAS and HKAC are equipped with an archive of printed publications documenting local art as well as cultural thoughts and trends over the past three and a half decades.   It will be of ample use to the public and students on researching local topics if the archive, which consists primarily of the following, can be made available online through this project:
i)   Electronic version of selected art publications published by HKAS and HKAC over the last 35 years;
ii)   Electronic version of teaching kits published by HKAS;
iii) Electronic version / documentation of students'/graduates' art projects of quality;
iv) Electronic version of catalogues of special exhibitions conducted by HKAS staff / students;
v)   Electronic versions of HKAS graduation exhibition catalogues over the years; and
vi) Potentially electronic version of items in HKAS library collection that can rarely be found elsewhere
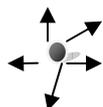
The history of art development over the past few decades in Hong Kong, through the collection of publications and reference materials in the archive of HKAS and HKAC, can also be reviewed and studied by students and the general public for academic purposes via this platform.

b)   A Further Note on the Relationship to be Established with the Previously Developed Online Platform
This project can be regarded as a sequel to the Art Node – Online Learning Platform (滙．藝 – 網上學習平台) previously developed by the School with the support of the Qualify Enhancement Grant Scheme of the Education Bureau.   <Node> literally means "merging/collecting things in" (or 滙聚), the platform groups together international and local art activities of HKAS and HKAC, encouraging self-learning of students; and in terms of medium, it is a collective hub of moving images of local art activities.

<Span> in this project means "spreading things out" (擴展), by going online, HKAS is extending its archive and sharing it with the public.   At the same time, HKAS encourages students to carry out researches, to branch out and build up their knowledge through reading materials on this platform; and in terms of medium, it's a platform for electronic versions of reading and printed materials that can lead students to further read on or further reach out.

It is anticipated that online learning and researching on local art materials can be largely enhanced via the project.

Besides, it is worthwhile to note that HKAS has been maintaining a continual development of the former Art Node platform after the project period. The archive of the platform has continuously been being enriched, and the platform, with a steady growth, has been hosting new live webcasting events and learning series ever since the completion of the previous project.