

Project no.	ESGS/2122/APP-01
-------------	------------------

Enhancement and Start-up Grant Scheme for Self-financing Post-secondary Education (ESGS)

Summary of Approved Project

Part A – Basic Information	
Project Title:	The Upgrade of Teaching and Learning Facilities and Resources to Support Creative Arts Programmes in Interactive Music and Virtual Production Technology
Institution:	Hong Kong Metropolitan University
Approved Grant (in million):	33.3
Round of Applications:	2021/22
Designated Project Period:	January 2023 to December 2026
Title of Programme(s) to be launched:	Bachelor of Arts with Honours in New Music and Interactive Entertainment
Part B – Project Summary	
<p>According to the National 14th Five-Year Plan, the Hong Kong SAR will be further developed as a vibrant international cultural metropolis. The Chief Executive’s 2020 and 2021 Policy Address recognized Art-Tech as a new trend in arts development and highlighted the importance of leveraging technology and nurturing talent for developing Hong Kong into an East-meets-West centre for international cultural exchange. To align directly with the vision of the government, and HKMU’s mission of providing professional and practical programmes to meet societal needs, this project is established:</p> <ul style="list-style-type: none"> • to launch a new programme entitled <i>Bachelor of Arts with Honours in New Music and Interactive Entertainment</i>, admitting the first cohort in the 2024/25 academic year through JUPAS; • to establish a New Music and Mixed Reality Studio for supporting the teaching and learning of new music and virtual production; and • to enhance the existing Multipurpose Art Studio for live music practice and production to cater for the music education need of the new programme. <p>By revamping the existing Bachelor of Arts with Honours in Computing and Interactive Entertainment programme, the new programme is designed to cope with the shortage of competent and qualified professional leaders and talent in the field, particularly those with expertise in</p>	

Augmented/Virtual/Extended Reality, new digital music and sound production, interactive user experience design, computational design and media design. The unique teaching and learning facilities will not just benefit the new programme, but also help the development of the four existing Creative Arts undergraduate programmes of HKMU, particularly in the area of real-time interactive sound design and virtual production to cater for the future needs of Art-Tech in the Creative Industries.

Part C – Contact Details

Project Co-ordinator:	Dr Rebecca LEUNG Mo-ling
Title:	Head of Creative Arts cum Associate Professor
Tel. no:	3120 2511
Email:	rmlleung@hkmu.edu.hk

Note: The details of the approved project are provided by the institution. The operation of the relevant programme(s) is(are) subject to the applicable legal and accreditation requirement(s).