

# Quality Enhancement Grant Scheme

<b>Final Evaluation Report</b>	<b>Project No. :</b>
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## Part A

**Project Title** : Art Node – On-line Learning Platform

**Name of Grantee** : Hong Kong Art School (a division of Hong Kong Arts Centre)

**Project Period** : From Aug/2009 (month/year) to Sep/2010 (month/year)

## Part B

Please use separate A4-size sheets to provide an evaluation of the Project with regard to the following aspects:

1. Project activities contributing to the attainment of Project objectives, extent of attainment of the objectives, evidence or indicators attesting to the attainment of the objectives, and if applicable, reasons for not able to achieve the objectives.
2. Impact or benefits of the Project to the participants, the target institution(s) or the sector.
3. Cost-effectiveness of the Project against clear indicators, e.g. utilization of available resources, unit cost per beneficiaries, sustainability of Project activities/impacts, applicability of Project outcomes/deliverables to other institutions, or alternative approaches for equivalent benefits at less cost, etc.
4. Outcomes and deliverables of the Project.



Signature: *Felix Leung*

Organization Chop: \_\_\_\_\_

Name of Authorized Person: Mr. LEUNG Kang Wai  
Felix

Name of Grantee Hong Kong Art School (a  
Organization: division of Hong Kong Arts  
Centre)

Position of Authorized

Person: Director

Date: 31 December 2010

## QEGS Final Evaluation Report

### 1. Attainment of Objectives

The main objective of this project, Art Node – Online Learning Platform, was to build a base for educators, students, and the community to learn through sharing art-related knowledge and artistic experiences on the internet. The 24/7-accessible and location-free interactive learning tools and resources offered by this platform also fitted the mode of learning and teaching, as well as the culture of self-learning in the 21<sup>st</sup> century.

It also aimed to develop a system and an infrastructure for:

- i. providing virtual events on web (such as live webcast);
- ii. sharing and maximizing the viewing of web-based comprehensive information (such as the video records, the visual and textual archives of artist talks/ lectures/ workshops) among the public; and
- iii. making self-learning materials accessible to the public, especially students in visual art studies, in order to motivate students to further carry out hands-on learning.

All objectives of the project were basically attained, with details as listed in the following table:

**<Table 1: Attainment of Objectives>**

Objective statement	Activities related to the objective	Extent of attainment of the objective	Evidence or indicators of having achieved the objective
To develop the system and infrastructure for providing art-related virtual events on web.	Monthly Webcasting	Fully Achieved	Six live webcast events were successfully launched, which allowed mass participation without the restriction from location. The events were all archived at the 'Learning from Local Essence' section of the website: <a href="http://artnode.hk/local_essences.php">http://artnode.hk/local_essences.php</a> .  [For details, please refer to: APP 1]
To develop the system and infrastructure for web-based and video-based comprehensive information about artist talks, workshops and Artist in Residence (AiR) programmes, which aim at facilitating online art research.	Archives of previous and upcoming AiR Programmes and artist-related activities organized by the School	Fully Achieved	The public could access to the archives for review and sharing at the 'Learning from International Perspectives' section of the website: <a href="http://artnode.hk/map.php">http://artnode.hk/map.php</a> .  [For details, please refer to: APP 2]
To develop the system and infrastructure for online self-learning materials which are accessible to the public, students in visual art study.	Archives of previous DIY workshops held by the	Fully Achieved	This self-learning online platform helped provide both teachers and students with basic DIY techniques in their art-related study. The DIY

Objective statement	Activities related to the objective	Extent of attainment of the objective	Evidence or indicators of having achieved the objective
	School		workshops were all archived at the 'Learning from Basics' section of the website: <a href="http://artnode.hk/basics.php">http://artnode.hk/basics.php</a> .  [For details, please refer to: APP 3]
	Information updates	Fully Achieved	Latest News  For promoting the latest event of the project, the most updated information were uploaded at the 'Latest News' section of the website : <a href="http://artnode.hk/latest_news_detail.php?news_id=9">http://artnode.hk/latest_news_detail.php?news_id=9</a>  [For details, please refer to : APP 4]
	System maintenance	Fully Achieved	Website database migration  User Acceptance Test  Server maintenance
	Review and evaluation	Fully Achieved	Evaluation meetings were held after each live webcasts for improvements and regular meetings were held for reviewing project progress.
	Education forum	Fully Achieved	A concluding and interactive forum was particularly arranged in September, introducing to both teachers and students this online platform, and how Art Node could help with both art teaching and learning. The School also shared with them its experience in bringing the online platform to life.

## 2. Project Impact

Impact or benefits of the Project to the participants/ the targeted institutions / the sector include:

### 2.1 Broadening students'/teachers' horizons

The records of a substantial number of Artist-in-Residence (AiR) Programmes and a variety of talks, seminars, lectures, workshops, performances and exhibitions, which featured over 20 internationally renowned artists, and which were organized by the School over the past ten years,

were archived and shared with the public on this online platform. This did not only enrich the participants' knowledge in art, but also stimulated their creativity and expanded their learning and teaching perimeter in the area.

## **2.2 Increasing students'/teachers' sense of achievement**

Both students and teachers were involved in this unique project, from the planning stage to the implementation stage. Teachers, from brainstorming ideas to finally bringing them into life, achieved enormous sense of achievement. Students at the same time were involved in the production crew for live webcast events, as well as in various tasks such as the transcription work, the video-editing work, the graphic design work, and the event assistance work throughout the whole project. By actually taking part in the project and by witnessing the establishment, the growth and the development of the project, both students and teachers increased their sense of achievement.

## **2.3 Fostering students' development in their potential and specific abilities**

Students were particularly recruited to take up various roles according to their different potentials and specific abilities. Students were on the whole very excited and grateful to have an opportunity to try out and apply their knowledge, skills and techniques learned in a real-life project.

## **2.4 Training students to better meet social demands**

Students were able to gain relevant and real-life working experience through assisting in the project. They learned to tackle with real problems and understand the importance of coming up with appropriate and feasible solutions in order to move forward. They at the same time worked side by side with project team members of the School. With an encouraging development of sense of responsibilities and positive working attitude, they were trained to better meet social demands.

## **2.5 Increasing training opportunities for teachers and enhancing their professional development**

Teachers were able to touch on different areas through the implementation of this project, such as taking part in the design for the website framework, inviting guest speakers for the live webcast events, inviting different guests and audiences to take part in the events, and coordinating the online archives. They were able to strengthen their executive and coordination skills, enriched their knowledge in the area, and enhanced their connection network with the art education industry through the project.

## **2.6 Enhancing Learning atmosphere**

Introducing this free, all-time available video-based learning platform with online access and interactive DIY workshops to the students as an alternative form of learning aid helped enhance the overall learning atmosphere in a classroom, especially since students nowadays are more sensitive and responsive to online and interactive learning materials.

## **2.7 Fostering team spirit and enhancing the overall image of the school**

By having more opportunities to work together through the project, the communication between students, teachers, and administrative team members of the School was enhanced, and team spirit was correspondingly developed.

Regarding the overall image of the School, the launch of this free-of-charge and convenient online learning platform, which was the first of this kind run by an educational institution in Hong Kong, did draw on certain attention from practitioners in the field. This greatly helped with the

promotion of the School's effort in this aspect, and at the same time helped make art knowledge available to many more teachers and students in the field.

**2.8 Inducing collaboration with other schools / professional organizations.**

Different groups, institutions, schools and professional organizations in the field were involved in different parts or stages of this project, especially through the webcast events and the concluding forum, such as the On Theatre Workshop, Theatre du Pif, the Hong Kong Academy of Performing Arts (Drama Department), the International Association of Theatre Critics (HK), the Independent Film & Video Awards (IFVA), the Art Promotion Office, teachers and students from various secondary schools. The communication among different parties in the sector was greatly enhanced, and further collaboration with art educators who may set out concrete objectives for future work on the basis of this platform, or other potential collaborating opportunities are fully anticipated.

**3. Cost-effectiveness**

**Table 2: Financial Status**

<b>Budget Items</b>	<b>Approved Budget</b>	<b>Actual Expense</b>	<b>Balance</b>
Manpower	\$583,500.00	\$591,421.87	-\$7,921.87
Equipment / Facilities	\$610,000.00	\$609,768.18	\$231.82
Services	\$443,600.00	\$423,182.2	\$20,417.8
General Expenses	\$65,900.00	\$73,732.09	-\$7832.09
<b>Total</b>	<b>\$1,703,000.00</b>	<b>\$1,698,104.34</b>	<b>\$4895.66</b>

[For the details, please refer to the Financial Statements prepared by auditor]

**3.1 Utilization of available resources**

The development of this platform blended in just well with the setting of the School both academically and operationally, especially since one of the School's core areas of study was media art, lecturers and students who were specialized in digital video & cinema stream and multi-media stream, in particular, were able to obtain a very good opportunity to apply their skills and knowledge in the area for building up this web-based platform and for organizing the live webcast events. The School could also take this chance to better archive, and more importantly, share with the public its valuable documentation of the art educational activities it held over the past decade of time.

**3.2 Sustainability of the learning programme and materials developed**

The website constructed from the project, together with the archived materials there, will be maintained by the School and will continue to serve public needs. There are also plans of expanding the platform, in which more events would be produced through this platform and more activities would be archived there, and there may also be involvement with potential collaborating parties and donors who are interested in promoting online art education and art research.

**3.3 Expenditure items which require no injection of resources when the project is replicated by other schools (including setup cost of the project, deliverables ready for use)**

The outcome and deliverables of this project have been introduced to other institutions in the area

as well as relevant secondary schools. Teachers and students can make use of them for their teaching and learning purposes, especially as they have been encountering difficulties in sourcing new and affordable learning and teaching materials for visual arts and general education subjects in the new senior secondary system. On top of this, the School also documented the production process of live webcast, and shared this with other interested institutions via the 'Learning from Basics' section on the website. The School's experience on the development of this whole platform was also shared in the concluding forum.

#### 4. Deliverables and Modes of Dissemination

##### 4.1 Description of the deliverable

This project brought into life a web-based information system and an online learning platform containing the following sections:

- i. 'Learning from International Perspectives' – Archives of previous and upcoming artist-related activities

The archives of the activities are highly treasured by the School, and by openly sharing them with the public, they would also be valuable to the society in terms of art education and promotion. Public can have access to the archives for review and sharing. On top of the activities, the School provides elaborated textual details on the artists and the activities.

- ii. 'Learning from Local Essences' – Webcasting channel

Live broadcast of events, such as artist talks and forums, on the Internet allows mass participation without restriction from physical space and geographical location.

6 Live Webcast events were hosted in the past 6 months, and they are:

Date	Time	Venue	Guests
13 April 2010	7:30pm 9:30pm	Arcade, G/F., Shau Kei Wan campus of Hong Kong Art School	Mr. PAK Sheung Chuen, Prof. CHAN Yuk Keung Kurt
12 May 2010	7:30pm 9:30pm		Ms. Bonni CHAN, Mr. TANG Shu Wing
18 June 2010	7:30pm 9:30pm		Mr. CHAN Ping Chiu, Ms. CHAN Kwok Wai Bernice
6 July 2010	5:00pm 6:30pm		Ms. Florence LAM, Ms. Susanna LEE, Mr. Alexander HUI
18 August 2010	7:30pm 9:30pm		Mr. IP Yuk Yiu, Ms. Yan Yan MAK, Mr. John Chan@postgal.com
20 September 2010	6:00pm 7:30pm		Ms. Gaile LAI, Mr. WONG Wing Tong

iii. 'Learning from Basics' – DIY workshops

To initiate students' self-learning motives, to encourage students' further practice, and to sustain students' interest, DIY workshops, based on actual workshops hosted by visiting artists, are set up on web.

In the same section, study aids, such as software demonstration, FAQ, and glossary are also in place.

4.2 Evaluation of the quality and dissemination value of the deliverable

The infrastructure of the learning platform allowed approximately 60 real-time viewers at a time and unlimited number of internet browsers to research in the system without restriction of time and space.

Other outcomes and deliverables of the project are as follows:

- i. A server-based on-line platform for art learning and teaching was built (<http://www.artnode.hk/>).
- ii. A forum / sharing session introducing Art Node to the art community, the post-secondary institutions, and the secondary schools was conducted. Positive feedbacks on the platform and views about possible future enhancement were received. (For the photos of the Forum, please refer to APP 5)
- iii. An infrastructure for future extension possibilities and projects was laid down. The platform paved the way for possibilities of future extensions, such as enhancing the content of the archive with materials coming from the archives of other institutions/organization, building up an interactive corner for artists and students, and maintaining a gallery for students' artworks/ assignments for experience sharing.

The dissemination activities conducted and the responses of the participants/recipients to such dissemination activities

<Table 3 : Activity List>

Types of activities	Brief description	No. of participants
The 1 <sup>st</sup> live webcast	<ul style="list-style-type: none"><li>• Date: 13 April 2010</li><li>• Theme: Pak's artworks</li><li>• Venue: Shau Kei Wan Campus</li><li>• Guests: Mr. Pak Sheung Chuen</li><li>• Guest Moderator: Mr. Chan Yuk Keung Kurt</li></ul>	~50

Types of activities	Brief description	No. of participants
The 2 <sup>nd</sup> live webcast	<ul style="list-style-type: none"> <li>• Date: 12 May 2010</li> <li>• Theme: Theatre Performance Art</li> <li>• Venue: Shau Kei Wan Campus</li> <li>• Guests: Ms. Chan Lai Chu Bonni</li> <li>• Guest Moderator: Mr. Tang Shu Wing</li> </ul>	~60
The 3 <sup>rd</sup> live webcast	<ul style="list-style-type: none"> <li>• Date: 18 June 2010</li> <li>• Theme: Local Drama</li> <li>• Venue: Shau Kei Wan Campus</li> <li>• Guests: Mr. Chan Ping Chiu</li> <li>• Guest Moderator: Ms. Chan Kwok Wai Bernice</li> </ul>	~65
The 4 <sup>th</sup> live webcast	<ul style="list-style-type: none"> <li>• Date: 6 July 2010</li> <li>• Theme: Hong Kong Art Education</li> <li>• Venue: Shau Kei Wan Campus</li> <li>• Guests: Mr. Alex Hui, Ms Susanna Lee, Ms. Florence Lam</li> <li>• Guest Moderator: Mr. Felix Leung</li> </ul>	~75
The 5 <sup>th</sup> live webcast	<ul style="list-style-type: none"> <li>• Date: 18 August 2010</li> <li>• Theme: ifva in local film's industry</li> <li>• Venue: Shau Kei Wan Campus</li> <li>• Guests: Mr. Ip Yuk Yiu, Ms. Mak Yan Yan and Mr. John Chan</li> <li>• Guest Moderator: Teresa Kong</li> </ul>	~60
The 6 <sup>th</sup> live webcast	<ul style="list-style-type: none"> <li>• Date: 20 September 2010</li> <li>• Theme: Hong Kong Art Collections</li> <li>• Venue: Shau Kei Wan Campus</li> <li>• Guests: Ms Gaile Lai and Mr. Wong Wing Tong</li> <li>• Guest Moderator: Mr. Jeff Leung</li> </ul>	~70
Education Forum	<ul style="list-style-type: none"> <li>• Date : 29 September 2010</li> <li>• Theme : An Online Learning Platform for Art Educators</li> <li>• Venue The Agnès b. CINEMA! (Hong Kong Arts Centre)</li> <li>• Host : Mr. Wylie Chan, Dr. County Tam and Mr. Nelson Tam</li> </ul>	~70
On-line visit	<ul style="list-style-type: none"> <li>• Publics could visit the website at any time</li> </ul>	~9650
<b>Total number of participants approximately 10,100 participants</b>		

4.3 The deliverables of this project are highly feasible for the QEGS to widely disseminate, especially owing to their web-based nature, which makes them available to all people in every corner of the world who are equipped with internet access