

# Quality Enhancement Grant Scheme

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

Project Title: Creative Media Lab

Name of Grantee: The Hong Kong Institute of Education

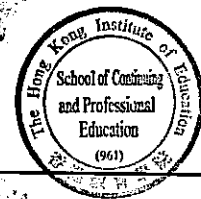
Project Period: From April 2009 (*month/year*) to April 2010(*month/year*)

## 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: J. Chen Organization Chop: \_\_\_\_\_



Name of Authorized Person: Dr. Jasm Chen Name of Grantee: School of Continuing and Professional Education  
 Organization: Hong Kong Institute of Education

Position of Authorized

Person: Senior Lecturer

Date: 23/7/10

# **Quality Enhancement Grant Scheme (QEGS)**

## **Schedule of Project Implementation and Release of Funds**

**Project Title: Creative Media Lab**

**Name of Grantee: The Hong Kong Institute of Education**

**Project Period: From April 2009 to April 2010**

## **Final evaluation report for Creative Media Lab**

### **Executive Summary**

This report presented the learning outcomes and the benefits for the Creative Media Lab, a project funded by EDB ~ Quality Enhancement Grant Scheme (QEGS). The project was initiated on the 16<sup>th</sup> of April in 2009. From mid-April 2009 to mid-Jun 2010, a full-time lab technician was hired through open recruitment and reported duty on 15/6/09. In June 2009, a management team was formed to set up this lab. The team members include Dr. David Kwok, Dr. Jason Chen, Dr. Purrie Ng and Mr. Gene Chan. The team met regularly to discuss the progress of the lab.

In September 2009, all the equipments were ordered. The workstations were equipped with the newly-designed computer table, Mac Pro and monitor. All the required software under the purchasing list for Music and Visual Arts were installed and cloned before delivery. All the other equipments such as MIDI keyboard, sound modules, microphones, speakers were delivered.

In order to enhance teaching & learning & fully utilizes the lab. EDB approved an extra grant \$77,000 (within the approved \$1,998,000 QEGS grant) for the additional equipment & facilities to Creative Media Lab with the aim of maintaining the equipments and extending the use of the facilities. Including full-size 88 keys digital piano is useful in teaching keyboard harmony, improvisation, composition & demonstration in the class of Keyboard Skill. And, 2 digital cameras and photographic accessories provide a chance to the student to learn more pioneer photography adjustment technique in the class of Computer Graphic Design. Those additional equipments was benefit to extra 400 students in 2<sup>nd</sup> semester.

The objective of this final evaluation report was to identify the learning outcomes of the project and examine the effectiveness of the project activities and implementation. Furthermore, a survey from AD (Music) and AD (Art and Design) students was included in this evaluation report.

## **Introduction**

The Creative Media Lab was proposed to enhance the teaching and learning experience of the music and art and design students at the SCPE of HKIEd. Mac-based professional computer workstations were established for students to experience the real world technologies in the industry in the music production field, graphic and advertising production field.

The Creative Media Lab is located in the Town Center of HKIEd, size around 200 square feet. It used existing general classroom (rm 237) to refurbish into a Creative Media Lab which included a teachers' workstations and 20 students workstations.

This report was based on a self-evaluation enquiry within the QEGS Scheme. It drew together the evaluation outcomes from the Creative Media Lab. It was intended to have an overview in these five areas as follows:

1. Attainment of project objectives
2. Target beneficiaries
3. Cost effectiveness of the project
4. Learning outcomes
5. Activity list

### **1. Attainment of project objectives**

#### **1.1 Attainment of Stage I**

The overall objective of the project, as stated at the beginning of the project, was to (1) refurbish the existing classroom to a Creative Media Lab, (2) recruit a full-time staff as the lab technician, and to (3) tendering and quotation. All these objectives were attained from June to October in 2009.

#### **1.2 Attainment of Stage II**

The overall objective of Stage II was to ensure the smooth running of the Creative Media Lab to deliver AD Music & AD Art and Design modules. Computers, hardware & software purchasing & installing were all in testing mode. All equipments were properly installed, except 7 sound modules were delivered in late November due to the out-of-stock from the manufacturers in Japan. Fully installation was well-prepared on early December.

#### **1.3 Attainment of Stage III**

Stage III of the project was originally designed for the period October 2009-April 2010. Its main objectives were (1) pilot-testing on the use of these workstations, (2) use these workstations in the AD professional studies & various AD, Pre-AD music and art modules, and to (3) review the setting and technical issues of these workstations. All these objectives were attained before April, 2010.

(Table 1)

**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
Objective I: Established Mac-based professional computer workstations for students to experience the real world technologies in the industry in the music production field, graphic and advertising production field.	<b>Stage I</b> <ul style="list-style-type: none"> <li>● Refurnish the existing classroom to a Creative Media Lab. Designing the setting of the teachers' workstations and 20 students workstations</li> <li>● Recruiting a full-time staff as lab technician</li> <li>● Tendering and quotation</li> </ul>	Fully achieved	Furniture Layout & AV system diagram completed. <i>(Appendix A – Employment Contract)</i> <i>(Appendix B – Refurnishing Layout)</i> <i>(Appendix C – Tendering Document)</i>
	<b>Stage II</b> <ul style="list-style-type: none"> <li>● Purchasing and ordering computer, hardware and software</li> <li>● Installation of computers, hardware and software</li> </ul>	Fully achieved	1 <sup>st</sup> semester started on 14/09/2009. Creative Media Lab starts to operate on 14/09/2009. 100% of milestones on Stage I & II are completed. <i>(Appendix D – Purchase Order Document)</i> <i>(Appendix E – Photo set for 100% done Creative Media Lab)</i>
	<b>Stage III</b> <ul style="list-style-type: none"> <li>● Pilot-testing on the use of these workstations</li> <li>● Use these workstations in the AD professional studies &amp; various AD, Pre-AD music and art modules</li> <li>● Review the setting and technical issues of these workstations</li> </ul>	Fully achieved	Courses from school of Music & Art & Design applied the lab for lectures. <i>(Appendix F – Time-table)</i> Keep daily maintenance; prepare Log Book for

			<p>reviewing the utility rate and student survey was done on late April.</p> <p><i>(Appendix G – Student Survey)</i></p>
<p><b>Objective II: Provide teaching and learning</b></p>	<p><b>AD Music (Creative Multi-media Project)</b></p> <ul style="list-style-type: none"> <li>● Design, analyze and create a multi-media musical project</li> <li>● Communicate the progress of the project and the content of the design through reports and presentations</li> <li>● Apply a range of music related software programs in producing the project</li> </ul>	Fully achieved	<ul style="list-style-type: none"> <li>● Task I: Audio Recording with at least 2 tracks</li> <li>● Task2: Select a tune and arrange for and or orchestra by using MIDI</li> <li>● Task3: Produce a soundtrack with video clips provided</li> </ul> <p>(Student Works CD)</p>
	<p><b>AD Art &amp; Design (Computer Graphics)</b></p> <ul style="list-style-type: none"> <li>● Exhibit an understanding and competence in manipulation a mainstream range of raster-and vector-based graphic programs for digital images production</li> <li>● Demonstrate an ability to use digital images for aesthetic communication</li> <li>● Critically evaluate the relationship among production tools, imaging and expression in the context of production</li> </ul>	Fully achieved	<ul style="list-style-type: none"> <li>● Portfolio consisted of visual references, self-reflections at different stages of idea development and on the final art production</li> <li>● 3 pieces of final art products</li> </ul> <p>(Student Works CD)</p>

In summary, the objectives in the above-mentioned three stages were attained. Creative Media Lab starts to operate in mid-September 2009 along with the EDB site visit on 10 December 2009, an assessment of the implemented activities were concluded. Within the approved \$1,998,000 QECS grant, SCPE would like to add on some hardware, accessories, and services to fully utilize this lab in order to enhance the teaching and learning of the students. (Table 2) Those additional equipments were applied in the 2<sup>nd</sup> semester. Full-size 88 keys digital piano is useful in teaching keyboard

harmony, improvisation, composition & demonstration in the class of Keyboard Skill. And, 2 digital cameras and photographic accessories provide a chance to the student to earn more pioneer photography adjustment technique in the class of Computer Graphic Design.

**Table 2: List for all equipments**

Items	Description	NO.	Total Amount
01	Apple Mac Pro 8 Core	21	HK\$488,565.00
02	Apple LED Cinema Display	21	HK\$126,819.00
03	AppleCare Protection Plan (3yrs)	21	HK\$31,248.00
04	SYMC Anticirus 3 yrs Plan	21	HK\$3,275.00
05	Master-keyed notebook microsaver	25	HK\$8,100.00
06	Back up Harddisc for Cloning	5	HK\$4,400.00
07	Roxio Toast Titanium 10	21	HK\$13,503.00
08	Iwork '09	21	HK\$4,158.00
09	50 On-site Maintenance Service hours	1	HK\$15,000.00
10	88 keys midi keyboard	1	HK\$4,320.00
11	61 keys midi keyboard	20	HK\$71,400.00
12	Keyboard Padel	21	HK\$4,998.00
13	Sound Module	21	HK\$123,900.00
14	Speaker	42	HK\$38,850.00
15	Headphone	21	HK\$27,216.00
16	Mic	21	HK\$34,020.00
17	Stand for Sound Module	21	HK\$4,158.00
18	Jack, mic, USB & midi cables	1 PACK	HK\$3,000.00
19	Scanner	1	HK\$2,384.00
20	Color LaserJet Printer	1	HK\$27,056.00
21	Drawing Pad	1	HK\$31,460.00
22	Full HD DV	1	HK\$9,380.00
23	Digital Performer 6	21	HK\$40,000.00
24	Mach Five 2	21	HK\$46,200.00
25	Production Premium 4 (ADOBE)	21	HK\$57,477.00
26	Media Kit CD @	1	HK\$222.00
27	<i>Final Cut Pro</i>	1	HK\$6,820.00
28	<i>Digital camera~Coolpix P90</i>	1	HK\$3,245.00
29	<i>Digital camera~EOS 550D Kit Set with Lens</i>	1	HK\$8,200.00
30	<i>Photographic accessories</i>	1	HK\$8,405.00
31	<i>88 keys digital piano</i>	1	HK\$25,000.00

## 2. Project Impact / Beneficiaries

The Creative Media Lab was proposed to enhance the teaching and learning experience of the music and art and design students at the SCPE of HKIEd. 21 Mac-based professional computer workstations equipped with music, art and design softwares, such as Digital Performer for MIDI sequencing, Machfive 2 for software synthesizer, CS Creative Suite 4 Design Premium for graphic design, publishing and webpage design. Hardware such as 61-key MIDI controllers, 88-key digital piano, SonicCell audio interface for music students and drawing pad, full HD DV camera, digital cameras & photographic accessories, scanner, color laser printer etc. Students can experience the real world technologies in the industry in the music production field, graphic and advertising production field.

The target beneficiaries were around 342 students with 222 music, art and design students and 120 other major students currently enrolled at AD and Pre-AD level.

**Table 3 No. of students benefited by different course**

Subject of Student	Course Title	No. of Student
<b>AD Music</b>		
AD Yr.1	Material and Techniques of Music	40
	Practical Musicianship I	45
	Practical Musicianship II	45
AD Yr.2	Orchestration	20
	Creative Multi-media Music Project	40
	Music Arrangement for Jazz & Pop	20
	Composition	12
		<b>Sub Total: 222</b>
Subject of Student	Course Title	No. of Student
<b>AD Art and Design</b>		
Pre-AD	Creative Digital Photography	40
	Introduction to Graphic Design	20
AD Yr.1	Graphic Communication	20
AD Yr.2	Computer Graphic	20
	Photography	20
		<b>Sub Total: 120</b>
		<b>Total: 342</b>

These students could be benefited from using the most up-dated equipment in the field, such as film scoring project for the AD music major and computer animation projects for the AD art and design major. To maximize the usage of the lab, all other major students were allowed to work on their assignments or projects by using the cutting-edge technologies for their presentations after lectures. Started from mid-September, the Creative Media Lab was fully occupied by lectures, student practice & software testing & maintenance.

(Table 4) (See Appendix F)

**Table 4: Usage Rate of Creative Media Lab**

For Lectures	For Student Practice	For Software testing & Maintenance
75%	17.5%	7.5%

AD music students used the 61-key MIDI controller & 88-key digital piano for their musicianship class to sharpen their keyboard skills in the lab. Pre-AD music students could make their own songwriting and arranging projects through the audio interface. On the other hand, AD and Pre-AD art and design students worked on their graphic design & creative digital photography projects through all professional art software and hardware. Both AD Music and AD Art & Design students had a successful learning experience to explore, refine and present their portfolio on professional software and hardware. This Creative Media Lab absolutely enhanced the teaching and learning or even the quality of the students in the professional studies module.

### 3. Cost effectiveness of the project

Grant sought for the Creative Media Lab: HK\$1,998,000.

**Table 5: Budget**

Expenditure Items	Budget Expenditure	Actual Expenditure for the period
Manpower Cost	\$240,000.00	\$231,597.20
Equipment	\$1,428,000.00	\$1,272,779.00
Services	\$330,000.00	\$87,183.94
Total expenditure	\$1,998,000.00	\$1,591,560.14
Fund balance (See Financial Report)		\$206,727.09

A survey was conducted to measure the cost effectiveness of the project. A total of 50 students from AD Music & AD Art and Design were involved in the evaluation process. The reason to select the 50 students from Yr 2 was that they spent most of their time in producing their work and assignments in the lab. Therefore, it better reflected the cost effectiveness of the project.



### 3.1 Student questionnaire

A questionnaire was administered with all the 40 AD Yr 2 Music students & 10 AD Yr 2 Art and Design students at late April (Table 6) (*See Appendix G*).

**Table 6: Participants of Student Questionnaire**

<b>Subject of Student</b>	<b>No. of Student</b>	<b>No. of Student Surveyed</b>
<b>AD Music Yr 2</b>	<b>40</b>	<b>40</b>
<b>AD Art and Design Yr 2</b>	<b>10</b>	<b>10</b>

### 3.2 Results and Findings

#### From AD Music Yr 2 Students

	Strongly Agree 非常同意	Agree 同意	Neutral 尚可	Disagree 不同意	Strongly Disagree 非常不同意
Educational hardware is sufficient. 教育硬件設備充足	58%	36%	6%-	-	-
Educational software is sufficient. 教育軟件設備充足	58%	36%	6%-	-	-
Overall facilities are aligned with the course objective. 整體設施能與課程配合	61%	33%	6%	-	-
Lab Technician provide adequate assistance 實驗室技術員能提供足夠的支援	56%	38%	6%	-	-
Overall facilities can enhance the teaching & learning environment 整體設施能提供舒適的教學環境	62%	36%	2%	-	-

More than 90 % of the AD music Yr 2 students were agreed or strongly agreed that the educational hardware and software are sufficient and aligned with the course objective. The technical support is adequate (94%) and overall facilities can enhance the teaching and learning environment (98%). All these data revealed that the cost effectiveness of the project is highly achieved and commented by the students.

#### Comment from students:

~整個課程學到了很多, 包括錄製、伴奏、背景音樂的創作等, 這些, 是之前從未學到的。由從前看電視或電影, 對音樂上的好奇, 再能學到怎樣製作音樂, 很感謝教院給這個機會, 讓我得以從

Creative Multit-media Music Project 這一課程, 認識音樂製作。

~教學內容實用, 學生可以在音樂範疇上作多方面的嘗試, 例如: 電影配樂, 令同學眼界大開。

~Creative Media Lab 內的先進設施, 配合課程的應用, 令我們可以一嘗音樂製作的滋味, 可以作

為投身音樂製作行業前的訓練，如能增設一個真正的錄音室，作錄音之用，就更為完美。

~Creative Media Lab 內的先進設施，能在音樂製作上，作全面的性的學習，並能提供很多實戰的機會。另，實驗室技術員態度友善，服務盡責，能對初用 Mac-based 的同學，作出適當支援。

### From AD Art and Design Yr 2 Students

	Strongly Agree 非常同意	Agree 同意	Neutral 尚可	Disagree 不同意	Strongly Disagree 非常不同意
Educational hardware is sufficient. 教育硬件設備充足	-	100%	-	-	-
Educational software is sufficient. 教育軟件設備充足	-	90%	10%	-	-
Overall facilities are aligned with the course objective. 整體設施能與課程配合	15%	40%	30%	15%	-
Lab Technician provide adequate assistance 實驗室技術員能提供足夠的支援	20%	40%	40%	-	-
Overall facilities can enhance the teaching & learning environment 整體設施能提供舒適的教學環境	15%	40%	30%	15%	-

More than 90% of the AD music Yr 2 students were agreed or strongly agreed that the educational hardware and software are sufficient and 85% students agreed the alignment with the course objective. The technical support is adequate (100%) and overall facilities can enhance the teaching and learning environment (85%). All these data revealed that the cost effectiveness of the project is highly achieved and commented by the students.

### Comment from students:

~可以充分透過先進的儀器，得到十分適當的學習。

### **3.3 Sustainability of the project**

Since the creative media lab has been established in 2010, SCPE will take the responsibility to keep smooth running of the lab on a self-financed basis. The supporting department, Information and Technology Services (ITS) will take up the role in the maintenance of the lab. All the software on the Mac Pro has been cloned onto the hard disk for back up purposes. A SCPE clerical staff will be assigned to take up the role of monitoring the daily use of the lab. A briefing session will be arranged in the early June to take over the duties of the full time lab technician.

The lab will continue to operate with our own recourse after funding in September, 2010. In the first semester of academic year 2010-2011, the AD music modules such as Materials and techniques of music, keyboard skills, creative multi-media music project, orchestration and the AD art and design modules such as computer graphics, creative digital photography will be conducted in the lab. In the second semester, AD music modules such as composition, music arrangement, keyboard skills, creative multi-media music project, and the AD art and design modules, photography, graphic communication, introduction to graphic design will be conducted in the lab.

Besides designed lectures, the lab will be also opened for students to practice and work on their projects and tasks during lunch hours from 12:30pm-2:30pm. A SCPE clerical staff will ask the student to sign up a log book to record their attendance and maintain the Mac pro system regularly to keep the lab in smooth running. Teaching staff will also be responsible to check the usage of the lab. Since we have purchased an on-site maintenance package for hardware and software, the lab should be properly maintained in the coming three years.

### **3.4 Applicability of the project**

During the proposal stage, the equipment lists of hardware and software were aligned with the course content and objectives of the modules. The characteristics of the music and visual arts program are further developed with the new facilities. The module outline was revised and staff expertise was developed from the teaching experience in this lab. A sharing session or demonstration can be arranged in the future with EDB to promote the QEGS grant with other tertiary institutions.

## **4 Learning outcomes (Final product and publicity)**

To increase the publicity, the promotion of the lab can let the public know more the capacity and the students' experiences during their lectures. In March 2010, music and art and design students' demonstrated their works and arrangements contributing to the success of the project.

An opening ceremony for Creative Media Lab was held on 26 March 2010 from 2:30-5:00pm. It was our honor to invite Mr. Tai Kit Man, the Chief Curriculum Development Officer (Arts Education), Education Bureau, HKSAR, to officiate the ceremony. 4 student representatives presented their works to the public and demonstrated their knowledge from the professional Mac-based workstation (See Appendix H).

#### AD Music representative 1

She presented her audio recording work: *Stand by me* in a cappella style. The work showed her audio recording, tracking & simple editing technique by using the microphone, MIDI interface and professional music software.

#### AD Music representative 2

He presented his MIDI work: *Billie Jeans* by Michael Jackson. The selected tune was arranged for band or orchestra by using MIDI. He applied a range of music related software programs in producing the work. The work showed his editing & mixing technique by using the sound module & professional music software.

#### AD Art & Design representative 1 & 2

The Creative Media Lab provided students with opportunities to explore and develop knowledge and skill to employ multimedia for artistic expression and communication by professional Mac-based workstation. Through lectures, workshops and laboratory experiences, students acquired hands-on experience in capturing and manipulating picture for multimedia production.

From these presentations, students were able to demonstrate their skills in tackling the equipments and their applications to the modules such as creative multi-media music project, computer graphic and graphic communication. The learning outcome is shown and aligned closely with the course objectives, content and assignments during the creative process of the students' final products.

The standard of the work was commented by the guests and industry experts. They agreed that the students' music arrangement is professionally arranged, mixed and produced. The facilities of the lab can vastly enhance the sound quality and digital output. The art work was also professionally produced with creative concepts and social awareness. From these presentations, the lab increased the students' competitiveness in the music industry and design industry particularly in job hunting and interviews for their further studies in other tertiary institutions.

The promotion of this lab can let the prospective students visit and understand the productions of the lab and this can increase the competitiveness of the AD music and visual arts program at the

sub-degree level. Most of the students who came to the ceremony were impressed by the facilities and the endeavor of the teaching team at the SCPE of HKIEd.

## 5 Activity List

**Table 7: Activity List**

<b>Types of activities</b>	<b>Brief description</b>	<b>Date</b>	<b>No. of participants</b>
Commencement of the Project	Formation of Project team	15.6.2009	4 (HKIEd Staffs)
	Recruitment	15.6.2009	1 (Lab Technician)
Design for the Lab Layout	Completed the furniture layout & AV system diagram	16.06.2009 to 15.07.2009	6 (Senior Lecture, Lab Technician, 4 Estate Office Colleagues)
Tendering	Work with Financial Office for tendering & quotation.	16.7.2009 to 31.8.2009	4 (Senior Lecture, Lab Technician, 2 Financial Office Colleagues)
Purchasing	Ordering & Purchasing for computers, hardware & software	27.7.2009 to 04.9.2009	4 (Senior Lecture, Lab Technician, 2 Financial Office Colleagues)
Refurnishment	Refurnishing existing classroom (Rm 237) as a creative media lab.	24.8.2009 to 15.9.2009	10 (Lab Technician, 2 Estate Office Colleagues, 7 workers)
Testing	Hardware & software testing	14.9.2009 to 02.10.2009	2 (Senior Lecture, Lab Technician)
Start Operated	Course from Music & Art & Design applied the lab for lecture	14.9.2009	80 (4 Lectures, Lab Technician, 342 Students)
Progress Report	A progress report was well-prepared to QEGS	15.11.2009	2 (Senior Lecture, Lab Technician)
Tendering for the additional equipments	Work with Financial Office for tendering & quotation for the additional equipments.	19.11.2009 to 01.04.2010	4 (Senior Lecture, Lab Technician, 2 Financial Office Colleagues)
Purchasing for the additional equipments	Ordering & Purchasing for the additional equipments.	07.12.2009 to 08.04.2010	4 (Senior Lecture, Lab Technician, 2 Financial Office Colleagues)
QEGS site visit	3 members from EDB attend the site visit for Creative Media Lab	10.12.2009	28 (4 QEGS members, 3 Lectures, Lab Technician, 20 students)

Open Ceremony	We are honoured to have invited Mr. Tai Kit Man, Chief Curriculum Development Officer (Arts Education), Education Bureau, HKSAR, to officiate the ceremony	26.3.2010	53 (Principal, Senior Lecture, Lab Technician, 10 Guests, 40 students)
Student survey	User feedback from AD Music & Art & Design students	30.4.2010	50 (40 Music Students, 10 Art & Design Students)

## 6 Conclusion

The establishment of this lab was an important milestone for the development of the associate degree program at SCPE in HKIEd. From this final evaluation report, all three stage objectives were attained. The usage of the lab was fully occupied by lectures, student practices and software testing in this project. The cost effectiveness was shown by the student survey with high satisfaction rate and positive comments. The learning outcome was evident by the student demonstrations, on-site visit, and observations by the specialist in arts education from EDB. All these evidences can support the successful implementation of the lab. We certainly hope that funding can be provided in upgrading software in the future. There is also a possibility to further extend the lab into a recording studio in order to provide a better teaching and learning environment for the students to study at the HKIEd in the coming years (*See Appendix I*).

