

Quality Enhancement Grant Scheme

Final Evaluation Report

Project No. : 10/QEGS/09-10

Part A

Project Title : Design Innovation Centre

Name of Grantee: The Chinese University of Hong Kong

Project Period : From 01 Feb 2011 (*month/year*) to 31 Oct 2012 (*month/year*)

Part B

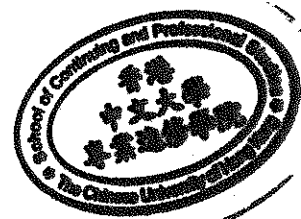
Please use separate A4-size sheets to provide an evaluation of the Project with regard to the following aspects:

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: _____



Organization Chop: _____



Name of Authorized Person: Joseph HUNG

Name of Grantee School of Continuing and

Organization: Professional Studies, CUHK

Position of Authorized Head of Arts, Music and the

Person: Humanities Division

Date: 28 Jan 2013

Quality Enhancement Grant Scheme

1. Project Overview

The objectives of Design Innovation Centre (DIC) are to enhance the overall teaching and learning experiences of the lecturers and students in design disciplines, enhance students' future employability by better equipping them with practical design competence and promote an aesthetic awareness among all students.

The DIC project was commenced on 1 Feb 2011 and completed on 31 Oct 2012. The previous 1st and 2nd progress reports described the project progress between 1 Feb 2011 and Jan 2012. The project progress from 1 Feb 2012 to the end of the project, and the whole project outcomes and effectiveness will be illustrated in this Final Evaluation Report.

1.1 Project Progress and General Feedback

Between Nov 2011 and Jan 2012, DIC was open to Higher Diploma students in design disciplines only for pilot test and review. Starting from Feb 2012, DIC has been fully open to all Higher Diploma students, but priority is still given to design students and lecturers. Lecturers and students' overall comments on DIC equipment, services and activities have been very positive. They have considered DIC as a powerful resource centre which provides useful support in enhancing teaching and learning.

1.2 Request on Extension of DIC Service Hours

However, strong requests on extension of DIC service hours have been received since its opening. Therefore, in March 2012, the School sought approval from QEGS to change the usage of manpower budget in order to employ extra manpower to support DIC's operation. Student helpers were then hired to support DIC's operation during lunch hours. And DIC service hours were also extended at peak periods in the months of April and May 2012 to cater for students' needs in finishing term-end final projects at DIC.

1.3 Procurement of Laser-Cutting Machine

In late May, our full-time design lecturers proposed purchasing a laser-cutting machine at DIC as it could provide strong technical support for various kinds of design works. The machine could serve a quality and powerful facility in supporting and enhancing the overall learning experience of design students which would coincide with the aims of DIC. The School successfully purchased the laser-cutting machine in late August.

1.4 Unexpected Service Delay of Laser-cutting machine

Out of our expectation, the laser-cutting machine was unable to be put into service at the beginning of new academic year in September 2012 because of the long application process for registration of the air-receiver connected to the laser-cutting machine. The School did not obtain the approval for registration and finish the equipment inspection until mid-November. It then took another several weeks for our staff to familiarize the

Quality Enhancement Grant Scheme

functions of the machine. Several briefing sessions on the functions of laser-cutting machine were offered to students and lecturers in mid-December 2012. Starting from late December, the students could use the machine under lecturers and staff's supervision. (Please refer to **Appendix 1** for the laser-cutting machine registration approval and inspection proof).

1.5 Project Evaluation Exercise

DIC service evaluation exercise (for students) was conducted in mid-Nov and the overall rating on DIC service was above average. However, questions on assessing the effectiveness of laser-cutting machine in enhancing learning was unable to be included in the questionnaire as the machine was still not ready for students' use at the time the evaluation exercise was conducted. Another questionnaire (lecturer version) was then sent to our full-time design lecturers in late December to collect lecturers' advice on DIC, including laser-cutting service. Lecturers provided very positive comments on DIC overall service and reflected that the laser-cutting machine had been very useful in assisting teaching and learning.

Overall speaking, the DIC has successfully achieved its objectives. Project activities contributing to the attainment of the Project objectives, indicators attesting to the attainment of the objectives, and impact or benefits of the Project will be presented below.

2. Project activities held between Feb 2012 and Dec 2012

Please refer to **Appendix 2** for the DIC activity photos.

Dates, time and venues	Brief descriptions of activities and resources used for implementing the Project *	Number and types of participants (if applicable)
9 Feb 2012 (Thu), 12:30pm-1:30pm, DIC	Bachelor of Design (Visual Communication Design) Information Seminar	15
20 Feb 2012 (Mon), 2:00pm-3:30pm, DIC	Art Talk: Visual Meditation Speaker: Mr Lo Yat Lun	30
25 Feb 2012 (Sat), 2:00pm-4:30pm, Hong Kong Heritage Museum	Attend "Fashion on screen: professional costume design for TV productions" Talk + visit "Fashion Visionaries" Exhibition organised by Hong Kong Heritage Museum Lecturer in-charge: Ms Florence Tse	30

Quality Enhancement Grant Scheme

15 Mar 2012 (Thu), 12:00nn-1:00pm, DIC	Paste-up Technique Workshop Instructor: Mr Brian Wong	25
30 Mar 2012 (Fri), 12:30pm-3:30pm, Rm 1703, Oriental Learning Centre	Fashion Illustration Workshop – Mix Medium Instructor: Mr Janson To	15
3 May 2012 (Thu), 12:30pm-2:00pm, DIC	iPad & iPhone App Design and Development Speaker: Mr Mark Tsui	8
5 Jun 2012 (Tue), 11:00am-12:30pm, DIC	“畢業·做不做”(Summer Internship 2012 Career Talk Series) Speaker: Mr Max Tsang, Founder of Puzzle-Pixel	8
5 Jun 2012 (Tue), 2:00pm-3:30pm, DIC	“Get Ready, Be Trendy!” (Summer Internship 2012 Career Talk Series) Speaker: Mr Leo Chan, Founder of On Your Mark Design Laboratory	12
5 Jun 2012 (Tue), 4:30pm-5:30pm, DIC	“知己知彼·從製作 CV 到工作心態” (Summer Internship 2012 Career Talk Series) Speaker: Mr Alan Lee, Founder of Monogum Creative; Mr Herny Cheung, Savvy Creative Recruitment Consultant	20
7 Jun 2012 (Thu), 3:30pm-4:30pm, DIC	Introduction to Design Industry, Career Path for Graphic Designer, Portfolio Preparation for interview (Summer Internship 2012 Career Talk Series) Speaker: Ms Seemon Ho, Mr CY Lam, Directors of Switch Design Consultants	10
14 Nov 2012 (Wed), 4:00pm-5:30pm, DIC	Art Talk: Art & Society Speaker: Mr Law Man Lok, founding member of Political Art Group and Wooferten	26
21 Nov 2012 (Wed), 2:00pm-3:45pm, DIC	Making of Advertisement with TV/Movie Stars Speaker: Mr George Lee, Newscomm Production Director	28

Quality Enhancement Grant Scheme

25 Nov – 29 Nov 2012	DIC Service Evaluation Exercise (for students) (Please refer to Appendix 3.1)	155
18 Dec – 20 Dec 2012, DIC	Briefing on Laser Cutting for Design (5 sessions, for students) Speaker: Mr Ivan Cheung	61 (in total for 5 sessions)
27 Dec – 31 Dec 2012	DIC Service Evaluation Exercise (for full-time lecturers) (Please refer to Appendix 3.2)	4
Note: DIC activity information is available at DIC website: www.dic.scs.cuhk.edu.hk .		

3. Extent of Attainment of the Project Objectives

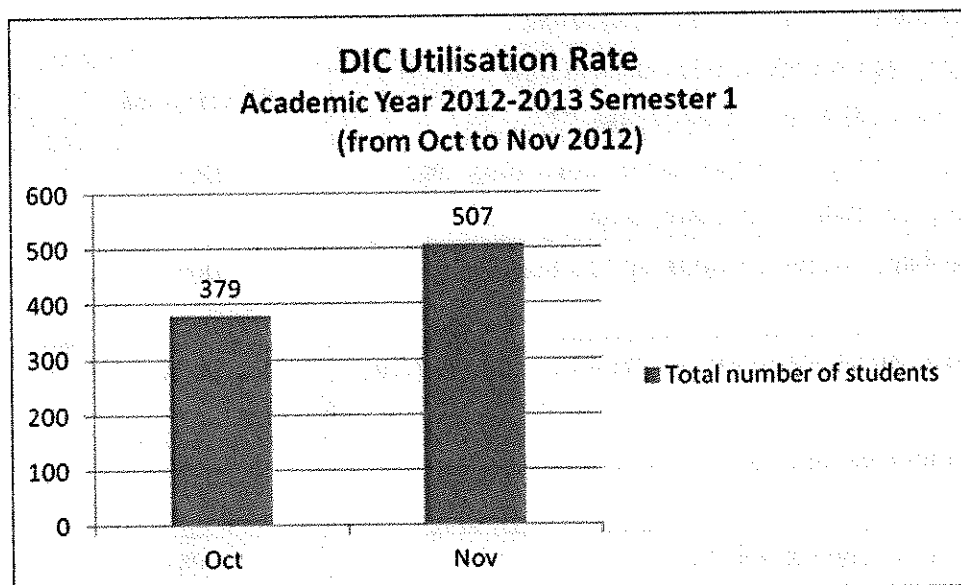
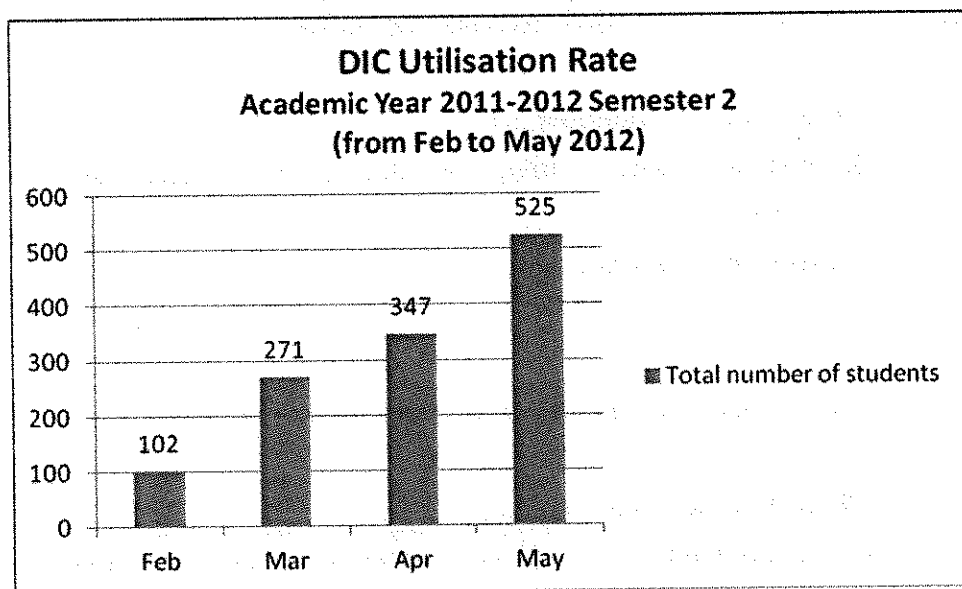
Milestones scheduled for completion during the reporting period **	% attained	Remarks
Centre to be open to design students at the initial stage and then to all sub-degree students at a later stage	100%	/
Collection of feedback for rectification and further improvement	100%	/
Review and procurement of equipment, facilities and learning materials	100%	/
Evaluation the outcomes and effectiveness of the project	100%	/
Appointment of an independent CPA	100%	/
Overall Project	100%	/

4. Evidence or indicators attesting to the attainment of the objectives

4.1 DIC Utilization Rate

All students are requested to sign-in when entering DIC. Based on the no. of students in the sign-in record, the DIC monthly utilization rate is calculated. The below chart shows the utilization rate in the Academic Year 2011-2012 Semester 2 (from Feb to May 2012) and Academic Year 2012-2013 Semester 1 (from Oct to Nov 2012). An increasing utilization rate is clearly indicated in the charts.

Quality Enhancement Grant Scheme



4.2 Laser-Cutting Machine Utilization Rate

Laser-cutting machine has been put into service since 17 December 2012. Students' demand for using the machine was extremely high. However, it usually took at least half an hour to produce simple engraving, cutting and marking effects on different kinds of materials. Sometimes it took an hour to finish an artwork with more complex graphics and details. Therefore our technician can support at most 8 students each day to use the machine. Between late December and mid January, the laser-cutting machine was non-stop operated for serving the students to finish their Semester One's final projects. The utilization rate is as follows:

Quality Enhancement Grant Scheme

Period	Activities	No. of Students Per week	Remarks
17 – 21 Dec 2012	Briefing on Laser Cutting for Design (a total of 5 sessions with 61 students attending)	61 students attended the Briefing and 4 students used the machine	Average duration per student for using the machine is 45 mins.
27– 28 Dec 2012	Due to safety reason, students are allowed to use the machine under DIC technician’s guidance and supervision only.	6 students	24 – 26 Dec are School holidays (Christmas Day)
2 Jan – 4 Jan 2013		22 students	31 Dec and 1 Jan are School holidays
7 Jan 2013 – 11 Jan 2013		30 students	Students need to submit final projects by this week
7 Jan – 18 Jan 2013	Final Project Submission & Examination		
21 Jan – 31 Jan 2013	Term Break (Sem 2 began in February 2013)		

Post-report notes: The laser-cutting machine has been the most popular equipment among the students at DIC since it has been placed into service. It is always fully booked by the students around mid-term and term end period.

4.3 DIC Service Evaluation Results

Students’ Responses

In Nov 2012, a total of 250 DIC service evaluation forms were sent to the Higher Diploma students in design discipline and 155 completed forms were returned. In the evaluation, students were asked to rank the satisfaction level of the DIC equipment and services in helping their learning. The satisfaction level is based on a five-point scale, of which 5 stands for “Strongly Agree”/ “Strongly Satisfied” (represents highest satisfaction level) and 1 stands for “Strongly Disagree”/ “Strongly Dissatisfied” (represents lowest satisfaction level). Please refer to **Appendix 3.1** for the questionnaire.

The result summary is as follows:

No.	Equipment or services are helpful to learning:	Mean (5: strongly agree/ satisfied; 1: strongly disagree/ dissatisfied)
1	Computer Workstation	3.65

Quality Enhancement Grant Scheme

2	Project Room	3.43
3	Resource Corner	3.39
4	Poster Printer	3.26
5	A3 Scanner	3.68
6	Multi-function Photocopier	3.78
7	Workshop Table	3.45
8	Tracing Lightbox	3.26
9	Wireless Network Service	3.30
10	Art & Culture Corner	3.16
11	Artworks and Activities	3.07
12	Design & Arts Express	3.06
13	E-archive of Students' Artworks	3.22
14	DIC Facebook	2.96
15	DIC Overall services	3.45

When this survey was conducted, the laser-cutting machine was still not available for students' use. Therefore no question was asked to evaluate the effectiveness of laser-cutting machine in helping students' learning.

Between 18 Dec and 20 Dec, a total of five briefing sessions on laser-cutting for design were conducted and 61 students attended the briefing sessions. Since then, many students came to DIC and used laser-cutting machine for doing their term-end design projects.

Full-time lecturers' Responses

In late December 2012, questionnaire which included the questions on the effectiveness of laser-cutting machine was sent to four full-time design lecturers. Please refer to **Appendix 3.2** for the questionnaire.

The result summary is as follows:

No.	Equipment or services are helpful to teaching and learning.	Mean (5: strongly agree; 1: strongly disagree)
1	Computer Workstation	4.5
2	Project Room	5
3	Resource Corner	5
4	Auxiliary equipment (e.g. Poster Printer, Multi-function Photocopier, A3 scanner, Workshop table, Tracing Lightbox)	4.75
5	Art & Culture Corner	5

Quality Enhancement Grant Scheme

	E-archive of Students' Artworks	4.75
6	Centre's Activities	5
7.	Laser-cutting machine	5

In the questionnaire, the lectures were asked to explicate how the laser-cutting machine could help for their teaching practices and students' learning. Below were their answers:

1. *It helps for typography project and any other projects like packaging, especially for final year project and presentation.*
2. *The laser-cutting machine is very useful for the students' design projects.*
3. *幫助同學製造出更完美及更具專業水準的創作。*

5. Impact or benefits of the Projects to the participants and the institution

	Beneficiaries (students, lecturers, the School)	Impact or benefits
1.	<p>Students and lecturers in design discipline i.e. Higher Diploma Programme in Commercial Design, and Higher Diploma Programme in Fashion and Business programme</p> <p>Academic year 2011/2012: 375 students; 5 Full-time lecturers; 21 part-time instructors.</p> <p>Academic year 2012/2013: 343 students; 4 Full-time lecturers; 20 part-time instructors.</p>	<ol style="list-style-type: none"> 1. DIC has stimulated students' learning motivation, encourages self-exploration and support creativity development; 2. It has supported students to cope with their design assignment requirements and empowers them to work in the highly competitive design industry; 3. It has helped students to familiarize with different computing skills for the mastery of design process and techniques; 4. It has enhanced students' level of general learning satisfaction and the attainment of their studies; 5. The sharing and preservation of students' artwork through e-archive have helped to increase students' self-worthiness and their sense of belonging to the School.
2.	<p>All Higher Diploma students: Academic year 2011/2012: 3556 students Academic year 2012/2013: 3633 students</p>	<ol style="list-style-type: none"> 6. It has promoted art and cultural awareness to all the students and lecturers in the School; 7. It has enhanced students' interests and

Quality Enhancement Grant Scheme

		aesthetics sensibilities for art and design; 8. It has created a positive learning atmosphere or culture among the students and lecturers.
3.	The School	9. It has improved the School's overall quality in design education; 10. It improved the effectiveness of teaching for design courses and enhanced the learning experiences of the design students.

6. Outcomes and deliverables of the Project

The Design Innovation Centre is accessible to all CUSCS sub-degree students and lecturers but priority of has been given to students and lecturers in design disciplines. The project has achieved the following outcomes and deliverables:

No.	Outcomes and Deliverables	Content
1.	Provision of professional environment supported by necessary computer facilities and equipments for students to engage in personal experimentation, creativity development and self-practice for acquisition and enhancement of practical software skills.	<p>1. Facilities and equipment: Eight Apple Mac Pro Desktop Computers, each of which is connected to Apple LED cinema Display (27" flat panel), and installed with software applications commonly used in design industry such as Adobe CS5.5, Final Cut Pro X, AutoDesk 3D Studio Max 2013, AutoDesk AutoCAD 2013.</p> <p>2. Supplementary Equipment: Workshop Table, A3 Scanner, Multi-functional Photocopier, Tracing Lightbox, Poster Printer and Laser-cutting Machine.</p>
2.	Provision of professional equipment and capacity for design activities and workshops.	<p>1. Central Area for conducting middle scale of activities or workshops:</p> <ul style="list-style-type: none"> - Equipped with 84"x84" electric Screen, 42" LED TV and high-quality AV equipment. - Other supporting equipment include visualize and Apple Macbook which are placed inside a movable cabinet. - Capacity: maximum 30 persons. <p>2. Project Room for conducting small scale of activities or workshops:</p>

Quality Enhancement Grant Scheme

		<ul style="list-style-type: none"> - Equipped with conference table and chairs, iMac, DVD player, 42" LED TV and white board. - Capacity: maximum 8 persons.
3.	Provision of a resourceful area for lecturers and students to gain access of different kinds of design reference materials (including online reference sources).	<ol style="list-style-type: none"> 1. Resource corner: well-stocked with design reference books and magazines. 2. Centre's collection and book circulation status can be checked through Centre's online resource catalogue. 3. Free publication/ materials related to art and culture are available at "Art & Culture Information Corner". 4. Useful online design resource is posted at DIC website for students' reference. (Please refer to Appendix 4.)
4.	Provision of electronic archive of students' high-quality artworks and final year portfolio collection.	<p>Electronic archive includes:</p> <ul style="list-style-type: none"> - Graduation Exhibition Catalogue of Higher Diploma Programme in Commercial Design. - Student Artwork Collection of Higher Diploma Programme in Commercial Design.
5.	Provision of a platform for promotion of art and cultural awareness and cultivation of students' interest in participating art and design activities.	<ol style="list-style-type: none"> 1. DIC notice board keeps posting the most updated posters or notice about Art & Cultural activities. 2. The most updated art & cultural information or activities will be posted in "Art & Cultural Express" of DIC website. 3. DIC Digest is sent to all students on a monthly-basis to keep students updated of all the DIC news and events. 4. DIC Facebook is established for sharing information sharing on art and cultural activities among students.
<p>Note: All the detailed information of DIC equipment, services, resources and activities mentioned above are available at DIC website: www.dic.scs.cuhk.edu.hk.</p>		

7. Cost-effectiveness of the Project

Expenditure items	Approved budget (a)	Committed or actual expenditure (b)	Balance [(a)-(b)]
a. Manpower	\$260,000	\$250,720.87	\$9,279.13
b. Equipment / facilities			

Quality Enhancement Grant Scheme

- Furniture, Equipment and Design Tools	\$470,000	\$449,685.00	\$20,315
- IT infrastructure & system, computer facilities & software	\$820,000	\$817,146.96	\$2,853.04
- Learning materials	\$70,000	\$81,453.33	-\$11,453.33
c. Services	\$15,000	\$15,000	0
d. General expenses	\$40,000	\$20,800.75	\$19,199.25
e. Others	\$20,000	\$20,000	0
Total	\$1,695,000	\$1,654,806.91	\$40,193.09
<i>Project Income (Interest Earned)</i>			<i>\$29,582.45</i>
<i>Total Balance</i>			<i>\$69,775.54</i>

Please refer to the separate Financial Report for details.

8. Conclusion

The DIC project has successfully been completed and. The project has greatly helped the School to sustain excellence in design education. This is to especially acknowledge the Hong Kong government's subsidy to the project under the Quality Enhancement Grant Scheme (QEGS).