

Quality Enhancement Grant Scheme

Final Evaluation Report

Project No. : 09/QEGS.2011

Part A

Project Title : Online Learning Series : Investigation of Local Essences

Name of Grantee : Hong Kong Art School, a division of Hong Kong Arts Centre

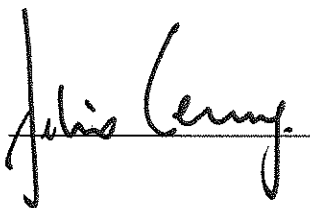
Project Period : From Sept 2011 (month/year) to Aug 2012 (month/year)

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: Felix Leung

Name of Grantee Hong Kong Art School

Organization: a division of Hong Kong Arts Centre

Position of Authorized

Person: Director

Date: 21 Jan 2013

Art Node (Online Learning Series: Investigation of Local Essences)

Final Evaluation Report (Project Period: Sep 2011 – Aug 2012)

1. Project activities held

The use of the original Art Node website was maintained for the extension project. All previous online archives remained available to the public.

Meetings were held to put together a list of potential local artisans and foreigners based in Hong Kong as guest speakers for the new series of live webcasts, which all six been confirmed and held in November and December 2011, January, April, June and July 2012. A new set of promotion materials, including leaflets and e-mailers, were designed to fit the needs of this new series. Each webcast has its own set of publicity materials distinguished by its own seasonal color, which were distributed to relevant venues such as Fringe Club, Hong Kong Arts Centre, Universities and other art venues.

Each individual live webcast featured an interview of 1.5 to 2 hours in length with the guest by a moderator, which could be viewed in real-time on the Art Node website after a simple registration process. Interested parties and individuals might also register through the online system as a live audience to attend the sharing at the webcast venue. The full-length interviews were then archived on the Art Node website for instant review for public who did not view them in real-time.

2. Implementation schedule of Project activities

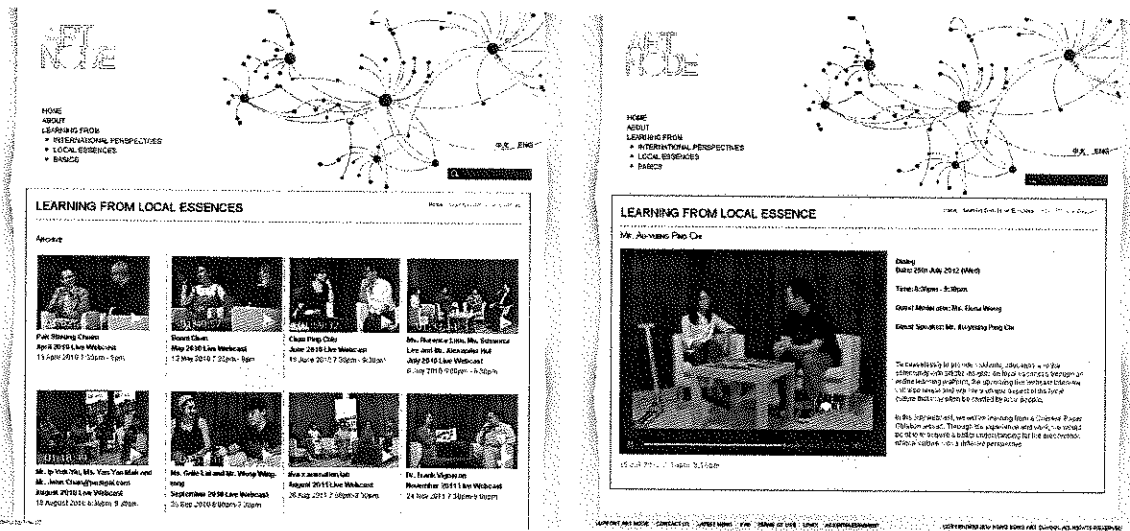
All items as marked in the implementation schedule have been completed accordingly, including:

- Project Launching;
- Revamp of Website services;
- Six live webcastings;
- Archiving of webcastings;
- Publicity distributions;
- System Maintenance;
- Project Evaluation.

3. Project milestones and deliverables attained during the Implementation Period of Project

3.1 Project Launching

- Guest speakers were invited according to their background relevancy to the focal themes.
- Website services such as bandwidth rental and web hosting rental have been relocated for a more stable quality.
- The website address is registered at: <http://www.artnode.hk/>

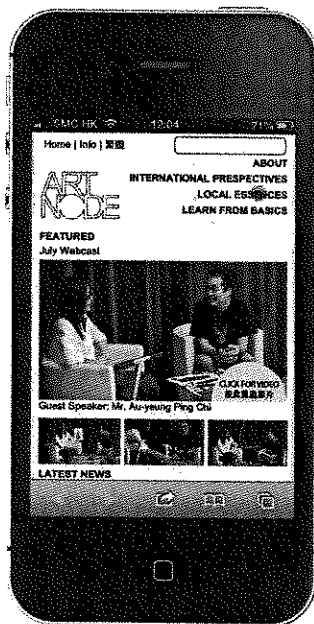


Video Archives of Local Webcasts

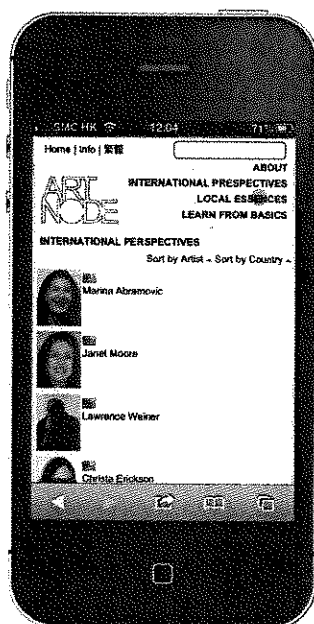
Webcast streaming page

3.2 Revamp of Website services

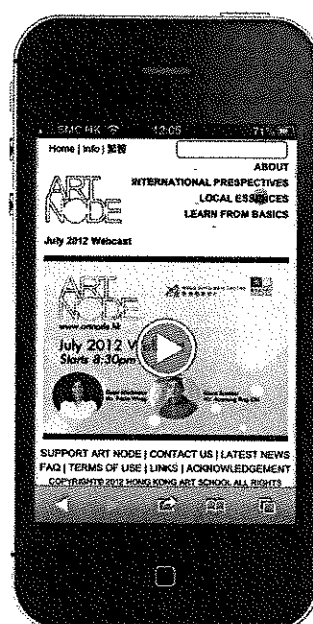
- To further accommodate audiences who would like to access the website on-the-go, the mobile site has been launched in July 2012. Popular mobile devices using iOS or Android platforms would be automatically directed to our mobile site upon entering our desktop website link.
- Internal software has also been upgraded to allow direct video streaming on different mobile devices.
- Popular mobile devices will be directed to the mobile page when visiting the desktop site:
<http://m.artnode.hk/>



Index page of Mobile site



International Perspectives



Video page of Archived webcast

3.3 Monthly Webcasting

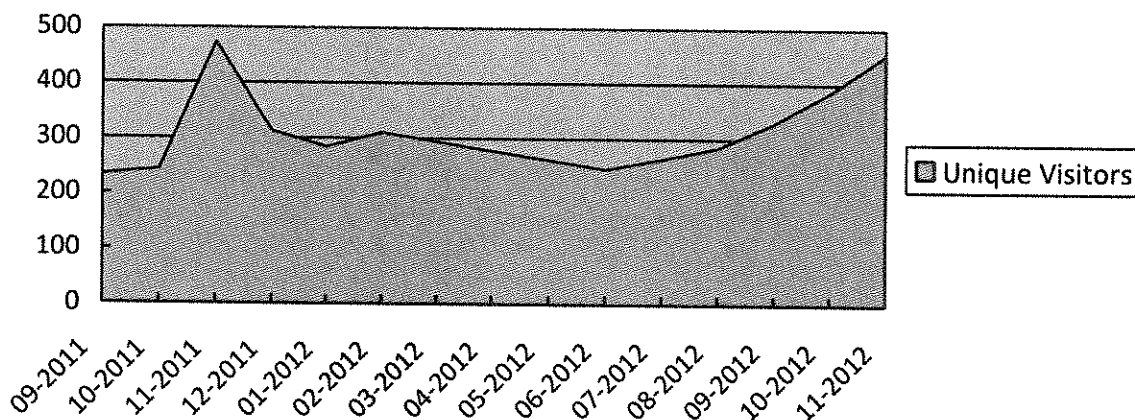
- The potential pool of webcast crew members has expanded. New crew members were introduced to this project, together with some previous crew members, technical set-ups and production skills have been transferred and passed on, and therefore promising a stronger crew base.
- The crew was in charge of the following items for the webcasts:
 - Live Webcast work flow;
 - Live Webcast floor plan;
 - Settings of equipment including the Tricaster, audio panel, video cameras, lighting, furniture, etc.
 - Photography of webcasts
- Possibilities of new webcast locations have been investigated. The locations of the second to fifth webcast were moved to the English Corner located on the rooftop of the same building, which provided an alternative and a relaxing environment for the interviews.
- Publicity materials were redesigned and produced individually for the six webcasts:
 - Leaflets – distributed to different art venues.
(Please refer to Annex I – VI)
 - E-mailers – sent to Art Node registered users, external public mailing list, and internal mailing lists which include lecturers, students and alumni
(Please refer to Annex VII - XII)
- Six Live Webcasts were successfully conducted from November 2011 – July 2012:

Item	Guest Speaker / Moderator	Review
First Live Webcast Date: 24 November 2011 Time: 7:30pm - 9:00pm <i>(Please refer to Annex XIII for Photos of Nov Live Webcast)</i>	Mr. Frank Vigneron / Ms. Kate Berry	Mr. Frank Vigneron, Professor of Department of Fine Arts at the Chinese University of Hong Kong, shared his perspective of local cultures and his book on Hong Kong Art. He also mentioned how he got himself adapted into local culture after settling in Hong Kong.
Second Live Webcast Date: 16 December 2011 Time: 12:30pm - 1:30pm <i>(Please refer to Annex XIV for Photos of Dec Live Webcast)</i>	Mr. Andy Hei / Ms. Jaffa Lam	Mr. Andy Hei, organizer of the annual FINE ART ASIA fair, shared his experience in traditional wood furniture crafting and how he brought up attention of international parties by setting up Art and Antique International Fair, which later transformed into Fine Art Asia.
Third Live Webcast Date: 7 January 2012 Time: 2:30pm - 4:00pm	Mr. Lung Siu Hong / Ms. Jaffa Lam	Mr. Lung Siu Hong, a kiln and ceramics artisan, shared his family history of kiln and ceramics making, which drew audience's attention to the rise and fall

<p><i>(Please refer to Annex XV for Photos of Jan Live Webcast)</i></p>		<p>of ceramics production in Hong Kong, and how he managed to transform his factory into a sustainable business.</p>
<p>Fourth Live Webcast Date: 20 April 2012 Time: 2:30pm - 4:00pm <i>(Please refer to Annex XVI for Photos of April Live Webcast)</i></p>	<p>Ms. Valarie Doran / Ms. Kate Berry</p>	<p>Ms. Valarie Doran is an exhibition curator. She shared her experience in the difficulty and joy in curating exhibitions by both local and international artists in Hong Kong. She has deep insights and appreciation towards local artworks.</p>
<p>Fifth Live Webcast Date: 8 June 2012 Time: 10:30am - 12:00pm <i>(Please refer to Annex XVII for Photos of June Live Webcast)</i></p>	<p>Mr. Michael Harley / Ms. Phoebe Chan</p>	<p>Mr. Michael Harley is a stage actor and director, who first visited in Hong Kong over 20 years ago and then settled in after. He shared experiences in local theatrical practices and the different values held by locals when it comes to drama.</p>
<p>Sixth Live Webcast Date: 25 July 2012 Time: 8:30pm - 9:30pm <i>(Please refer to Annex XVIII for Photos of July Live Webcast)</i></p>	<p>Mr. Au-yeung Ping Chi / Ms. Fiona Wong</p>	<p>Mr. Au-yeung Ping Chi is a modern Chinese Paper Oblation artisan. He explained a way of preserving this traditional local culture with different perspectives. His innovation in using new materials to create modern products such as smart phones and electric guitars was a huge leap in breaking the traditional view what paper sacrifices could be.</p>

4. Project Impact

- Upon the launch of the project, on top of the existing Art Node database, the contents of “Local Essences” have almost doubled to thirteen webcasts. We have attracted more than 265 unique visitors to the website each month.



Month	Unique visitors
Sep-11	234
Oct-11	243
Nov-11	474
Dec-11	313
Jan-12	284
Feb-12	311
Mar-12	Data unavailable due to relocation and upgrade of servers
Apr-12	Data unavailable due to relocation and upgrade of servers
May-12	142
Jun-12	246
Jul-12	264
Aug-12	285
Sep-12	330
Oct-12	386
Nov-12	455
Dec-12	194
Total	4243

- Broadening students’ / teachers’ horizons

The webcasts conducted in this period have included sharings of local artisans and experienced art-related individuals. They have expressed how local art are linked with the community, and how could it be transformed and maintained in the current time line of local art history. They have also brought insights of local essences from the view of an overseas individual. This did not only enrich students and teachers’ knowledge in art, but also stimulated public individuals how to review the importance and sustainability in local art.

- Increasing students' / teachers' sense of achievement
Students, alumni, as well as teachers were involved in this extension project from the planning stage to the implementation stage. Teachers have made use of their knowledge and network to raise notable artisans and related individuals who could build up fruitful contents for the webcasts. The ability in reaching and inviting such individuals to share publicly has brought a sense of achievement for them. Students and alumni were able to further train their skills learnt at school and have a taste of how it is to be part of a public programme by involving in the production crew for live webcast events, as well as in various tasks such as video-editing for archiving, graphic design for promotion. By taking part in the project and witnessing the establishment, development, and completion of the project, both students and teachers increased their sense of achievement.
- 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.
- 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.
- 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 inviting guest speakers for the live webcast events, inviting different guests, public audiences and also their students to take part in the events. They were able to enrich their knowledge in multiple areas, and enhancing their connection network with the commercial art and art education industry through the project.
- Enhancing Learning atmosphere
On top of the existing contents from the initial project, contents have been further enriched with local based topics. Students and even teachers from various disciplines who have few opportunities in coming in touch with local artisans and organizations which they are not familiar with, have enhanced their knowledge and encouraged a learning atmosphere of getting to know about what they do not usually see in their own disciplines. The use of online-learning has played a great part in driving motivation since it is more accessible than a fixed location, by archiving the contents on the website, students and public individual would be more likely to review such contents for their learning purposes.

- 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. The School has been further exposed in various fields and individuals since the launch of this extension project. Being the first of its kind run by an educational institution in Hong Kong, art practitioners in contact through the project have greatly welcomed such a platform. This greatly helped with the promotion of the School's effort in this aspect, and at the same time helped make local art knowledge available to, not only many more teachers and students in the field, but also the general public.
- Inducing collaboration with other schools / professional organizations.
The webcasts were made possible through collaborating partners such as Andy Hei, Founder and Director of Fine Art Asia, and also Michael Harley, Founder of a local drama production company. Individual art practitioners were also part of the cooperative project, from renowned independent curator Valerie Doran, to kiln and ceramic maker Lung Siu Hong, the communication among different parties in the sector was greatly enhanced, and the common goal of educating the public on local art appreciation and support has become distinct.

5. Crew Members

The production crew for executing live webcasts consists of Hong Kong Art School students and alumni, and were all brought forward from the previous Art Node project. They were studying or graduated from Higher Diploma in Media Art and Bachelor of Arts (Fine Art - Photography). They have gained knowledge in setting up scenes (including Lighting, Audio, Video equipment, Cable connections, etc.), webcast procedures (including video shooting, real-time video/audio panel controlling, etc.), and also indoor portrait Photography. The list below includes names of participated crews and the number of webcasts they involved in:

Cheung Wai Lok (5)
Kwok Hoi Shuen (6)
Lau Ka Shing (5)
Lee Kai Ho (3)
Lo Hiu Fung, Goby (1)
Lau Hung Faat (1)
Mak Ka Wai, Bir (3)

6. Project Percentage

	Key tasks	Percentages of completion attained until August 2012
1	Project launching	100%
2	Six live webcastings	100%
3	Archive of webcastings	100%
4	Information updates	100%
5	System maintenance	100%
Overall percentage of completion on behalf of the whole project		100%

5. Project variation, if any, during the reporting period, together with details and justifications.
 Everything was on schedule without variation.

6. Financial Status

Expenditure items	Approved budget (a)	Committed or actual expenditure (b)	Balance [(a)-(b)]
a. Manpower	\$134,400.00	\$137,984.00	-\$3,584.00
b. Equipment / facilities	\$150,400.00	\$108,790.00	-\$41,610.00
c. Services	\$446,000.00	\$428,757.28	\$17,242.72
d. General expenses	\$19,200.00	\$17,599.20	\$1,600.80
e. Others	\$12,000.00	\$12,000	\$0.00
Total	\$762,000.00	\$705,130.48	\$56,869.52
<i>Project Income (if any)</i>			\$419.59
<i>Fixed Deposit Bank Interest</i>			
Total Balance			\$57,289.11