

Quality Enhancement Grant Scheme

Progress Report

Project No. : 09/QEGS.2011

Reporting Period : From Sept 2011 (month/year) to Feb 2012 (month/year)

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 (HKAS)

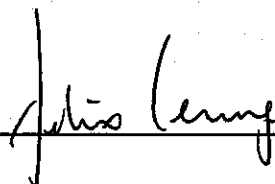
Project Period : From Sept 2011 (month/year) to Aug 2012 (month/year)

Part B

Please use separate A4-size sheets to report the progress with regard to the following aspects:

1. Types and brief descriptions of Project activities held/completed during the reporting period (*the information may be presented in the form of a table*).
2. The dates, time, venues and number of participants / beneficiaries of Project activities held, and resources (e.g. equipment, manpower) used for the implementation of Project activities.
3. Project milestone(s) and deliverables attained at the end of the reporting period and evidence showing the attainment of milestones and deliverables.
4. The percentage, in terms of key tasks, of the Project completed at the end of each reporting period.
5. Project variation*, if any, during the reporting period, together with details and justifications

Signature: _____



Organisation Chop: _____



Name of Authorised Person: Felix Leung

Name of Grantee Hong Kong Art School

Organisation: a division of Hong Kong Arts Centre

Position of Authorised

Person: Director

Date: 22 March 2012

* A separate written application should be submitted to the Grantor for prior written approval.

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

1st Progress Report : Sep 2011 – Feb 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, of which three have been confirmed and held in November and December 2011, and January 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 which were distributed to relevant venues such as Fringe Club, Hong Kong Arts Centre 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 interview was then archived on the Art Node website for instant review for public who did not view it in real-time.

2. Implementation schedule of Project activities

Items as proposed in the implementation period have all basically been carried out at the end of the reporting period. The implementation schedule included:

- Project Launching;
- Revamp of Website services;
- Three live webcastings;
- Archives of these webcastings;
- Pre-event publicity distributions;
- System Maintenance.

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 extended.

3.2 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.
- Possibilities of new webcast locations have been investigated. The locations of the second and third 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 first three webcasts:
 - Leaflets – distributed to different art venues.
(Please refer to Annex I for “December 2011 Live Webcast Leaflet”)
 - 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 II for “January 2012 Live Webcast E-mailer”)
- Three Live Webcasts were successfully conducted from November 2011 – January 2012:

Item	Guest Speaker / Moderator	Review
<p>First Live Webcast</p> <p>Date: 24 November 2011 Time: 7:30pm - 9:00pm</p> <p><i>(Please refer to <u>Annex III</u> for Photos of April Live Webcast)</i></p>	<p>Mr. Frank Vigneron / Ms. Kate Berry</p>	<p>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.</p>
<p>Second Live Webcast</p> <p>Date: 16 December 2011 Time: 12:30pm - 1:30pm</p> <p><i>(Please refer to <u>Annex IV</u> for Photos of May Live Webcast)</i></p>	<p>Mr. Andy Hei / Ms. Jaffa Lam</p>	<p>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.</p>
<p>Third Live Webcast</p> <p>Date: 7 January 2012 Time: 2:30pm - 4:00pm</p> <p><i>(Please refer to <u>Annex V</u> for Photos of June Live Webcast)</i></p>	<p>Mr. Lung Siu Hong / Ms. Jaffa Lam</p>	<p>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 of ceramics production in Hong Kong, and how he managed to transform his factory into a sustainable business.</p>

4. Project Percentage

	Key tasks	Percentages of completion attained until Feb 2012
1	Project launching	100%
2	Three 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		50%

5. Project variation, if any, during the reporting period, together with details and justifications.
 Everything is basically on schedule, there is so far no major variation.

6. Financial Status

Expenditure Items	Approved budget (a)	Committed or actual expenditure (b)	Balance [(a)-(b)]
a. Manpower	\$134,400.00	\$70,560.00	\$63,840.00
b. Equipment / facilities	\$210,400.00	\$37,350.00	\$173,050.00
c. Services	\$386,000.00	\$113,450.10	\$272,549.90
d. General expenses	\$19,200.00	\$1,584.00	\$17,616.00
e. Others	\$12,000.00	\$0	\$12,000.00
Total	\$762,000.00	\$222,944.10	\$539,055.90
Project Income (if any)			\$74.68
Fixed Deposit Bank Interest			
Total Balance			\$539,130.58