

## II Project Information

Project Title (in English)	Project Title (in Chinese)
Creative Media Lab	創意多媒體實驗室

### A. Project Summary

*(please provide an executive summary of the project proposal in no more than 500 words).*

The creative media lab is 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 will be purchased, equipped with music, art and design softwares, such as *Digital Performer* for MIDI sequencing, *Machfive 2* for software synthesizer, *Final Cut Pro* for video editing and CS Creative Suite 4 Design Premium for graphic design, publishing and webpage design. Hardware such as 88-key MIDI keyboards, audio interface for music students and drawing pad, scanner, color laser printer for art and design students will be equipped with the state-of-the art laboratories for students to experience the real world technologies in the industry in the music production field, graphic and advertising production field.

The anticipated beneficiaries will be around 330 students with 150 music, art and design students and 180 other major students currently enrolled at AD and Pre-AD level. These students can 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 are allowed to work on their assignments or projects by using the cutting-edge technologies for their presentations after lectures. AD music students can use the 88-key MIDI controller for their musicianship class to sharpen their keyboard skills in the lab. Pre-AD music students can make their own songwriting and arranging projects through the audio interface. AD and Pre-AD art and design students can work on their graphic design projects through the drawing pad, scanner and printed out their own masterpiece on a laser color printer.

The implementation will includes: a) use existing general classroom (Capacity: 40) to refurbish into a creative media lab b) setting up the teachers' workstations and 20 students workstations c) recruit a full-time staff as the lab technician.

## B. Project Objectives

*(please identify the needs of the target recipients and explain how the project aims to address the needs).*

The project aim is to provide a professional environment to the SCPE students through the use of technology in their disciplines. The idea of combining Art and Music into one professional technology lab is to create an interdisciplinary approach for the students to understand the making of film and advertising productions.

At present, the professional studies module (45 hrs) is required for all the AD students to finish a one-year project in their own major. The art and design students undertake a multi-media art module to study computer animation in their professional studies. On the other hand, the music students are required to take a multi-media music module to compose an original soundtrack for a movie clip provided by the instructor. The relevant module outlines are attached in the Appendix 1A, 1B & 1C.

Due to the budget restriction, students are required to finish their project in a very short period of time on a non-professional PC-based workstation. As a matter of fact, a normal PC computer is good enough for word processing or web-browsing, but not sufficient to run professional art and music software and hardware. The students are frustrated from re-booting the computer, hanging with insufficient memory, using non-professional hardware. This situation certainly discourages the students' motivation to learn. If a creative media lab is provided, students will have a successful learning experience to explore, refine and present their portfolio on professional software and hardware. Therefore, this lab can absolutely enhance the teaching and learning or even the quality of the students in the professional studies module.

Furthermore, most of the professional studios in the industry are Mac-based users equipped with related software and hardware in the field. Currently, the HKIEd does not have a professional Mac-based lab for the students. A Mac-based lab will certainly increase the competitiveness of our AD music and AD Art and Design graduates to strengthen their skills in the industry or further studies in the future.

## C. Outcomes and Deliverables of Project

*(please include the expected number of target beneficiaries and explain how they will benefit from the project).*

**The anticipated beneficiaries will be around 330 students with 150 music, art and design students and 180 other major students currently enrolled at AD and Pre-AD level.** These students can be benefited from using the most up-dated equipment in the field, such as film scoring project for the AD music students and computer animation project for the AD art and design students. To maximize the usage of the lab, students are allowed to work on their projects in the lab after lectures. AD music students can use the 88-key MIDI controller for their musicianship class to sharpen their keyboard skills in the lab. Pre-AD music students can make their own songwriting and arranging project through the audio interface. AD and Pre-AD art and design students can work on their graphic design project through the drawing pad, scanner and printed out their own masterpiece on a laser color printer. All other major students can use the lab in video-editing, photo-editing and word-processing for their assignments and presentations in their coursework.

Apart from the benefits of the students, this lab will also be beneficial to the academic staffs from music and arts. Research on the use of creative media lab will be undertaken to enhance the teaching and learning aspects of the module.

**D. Implementation Details**

In this proposal, the implementation involves three stages as follows:

**Stage I:**

- a) use existing general classroom (Capacity: 40) to refurbish as a creative media lab
- b) design the setting of the teachers' workstations and 20 students workstations
- c) recruit a full-time staff as the lab technician
- d) tendering and quotation

**Stage II:**

- a) purchasing and ordering computers, hardware and software
- b) re-furnishment of the lab
- c) installation of computers, hardware and software

**Stage III:**

- a) pilot-testing on the use of these workstations
- b) use these workstations in the AD professional studies, such as Multi-media music project and Multi-media Art and design project for the Year 2 students
- c) use these workstations in the various AD, Pre-AD music and art modules
- d) review the settings and technical issues of these workstations

<b>E. Implementation Schedule</b> <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		_____April 2009_____
<b>Action</b> <i>(please indicate key milestones)</i>	<b>Timeframe</b>	<b>Cashflow Requirement</b>
Stage I: a) use existing general classroom (Capacity: 40) to refurnish as a creative media lab b) design the setting of the teachers' workstations and 20 students workstations c) recruit a full-time staff as the lab technician d) tendering and quotation e) purchasing and ordering computers	April- June 2009	1. \$60,000 for Lab Technician (3 months salary) 2. \$630,000 for purchasing computers 3. \$330,000 for re-furnishment of the lab
Stage II: e) purchasing and ordering hardware and software f) re-furnishment of the lab g) installation of computers, hardware and software	July –Sept 2009	1. \$60,000 for Lab Technician (3 months salary) 2. \$533,000 for purchasing hardware 3. \$265,000 for purchasing software
Stage III: h) pilot-testing on the use of these workstations i) use these workstations in the AD professional studies, such as Multi-media music project and Multi-media Art project for the Year 2 students j) use these workstations in the various AD, Pre-AD music and art modules k) to review the settings and technical issues of these workstations	Oct 2009- Mar 2010	1. \$120,000 for Lab Technician (6 months salary)
...		Total: \$1998,000

Estimated completion date of project:

\_\_\_\_\_April 2010\_\_\_\_\_

<b>F. Project Budget</b>		
<b>Projected Expenditure</b> <i>(Please provide detailed breakdown under each item)</i>	<b>Amount in HK\$</b>	
	<b>Year 1</b>	<b>Total</b>
a. Manpower	a) Lab Technician (\$20,000 x 12 months)	\$240,000
b. Equipment / Facilities	<p>Hardware: (Estimated unit cost)</p> <p>a) 21 Apple Macintosh Professional computer and Monitor (\$30,000 x 21=\$630,000)</p> <p>b) 21 Full-size 88 keys MIDI keyboard (\$10,000x21=\$210,000)</p> <p>c) 21 audio interface, speakers and headphones (\$10,000x21=\$210,000)</p> <p>d) 2 scanners (\$5,000 x 2=\$10,000)</p> <p>e) 1 color laser printers (\$40,000)</p> <p>f) 21 Drawing Pad (Wacom) (\$3,000 x 21=\$63,000)</p> <p>Software: (Lab Pack will be purchased to reduce the cost)</p> <p>a) <i>Digital Performer</i> for MIDI sequencing (\$80,000)</p> <p>b) <i>MachFive 2</i> for software synths (\$70,000)</p> <p>c) <i>Final Cut Pro</i> for video editing (\$50,000)</p> <p>d) <i>Adobe Creative Suite 4 Design Premium</i> for graphic design, publishing and webpage (\$50,000)</p> <p>e) <i>ilife</i> for all AD students in iphoto, iMovie, GarageBand, iWeb and iDVD (\$3,000)</p> <p>f) <i>iwork</i> for all AD students in word-processing and presentations (\$12,000)</p>	\$1,428,000
c. Services	Consultancy fee: To hire a designer/computer professional to re-design and re-furniture of the lab (include the computer table, networking and electronic cables set up)	\$330,000
d. General Expenses		

e. Others (e.g. auditor's fee)		
<b>Total Expenditure :</b>		\$1998,000
<b>Projected Income</b>		
	<b>Amount in HK\$</b>	
	<b>Year 1</b>	<b>Total</b>
a. (e.g. fees received)	0	0
b.		
c.		
<b>Total Income :</b>		<b>0</b>
<b>Sources of Funding</b>		
<p>a. Amount of grant sought under this application: <u>\$1998,000</u></p> <p>b. Other sources of funding (this may include donations, contributions from the applicant/its parent organization, etc. Please give the name(s) of the sponsor(s), the amount of funding, and indicate whether the funding has been secured.):</p> <p>(i) NIL</p> <p>(ii)</p> <p>(iii)</p> <p>...</p>		

**G. Monitoring and Self-evaluation Mechanism**

This project will be monitored by these measures:

- a) Progress reports every six months
- b) Final Evaluation report
- c) Final Financial report supported by Auditor's report

**H. Management Support and Key Personnel Involved**

The creative media lab will be supported by the management team as follows:

Dr Icy Lui (Principal Lecturer and Program Leader of Associate Degree, SCPE, HKIEd), Team Leader

Dr. Jason Chen\* (Senior Lecturer and Subject leader (Music), SCPE, HKIEd)

Dr. Purrie Ng\*\* (Lecturer and Subject Leader (Art and Design), SCPE, HKIEd)

Mr. Gene Chan (AD program coordinator and IT manager, SCPE, HKIEd)

\* person-in-charge-of the project

\*\* project contact person

**I. Special Justifications if the Grant Sought Exceeds \$2 million**

Nil

**III Other information****1 Project Sustainability** *(If applicable, please describe how the recurrent expenditure involved will be met after completion of the proposed project)*

**This creative media lab is highly sustainable after the first year of setting up and purchasing equipments. The furniture, electronic devices, computers, hardware and software will be purchased in the most up-to-date version and edition. This lab is expected to at least last for three years.**

**2 Preparatory work done** *(If any)*

**The relevant schemes of works are attached in the appendix to let the panel understand better how the creative media lab relates to the content and objectives of the module.**  
*(Please see Appendix 1A, 1B & 1C)*

**3 Past experience in organizing projects of similar or relevant nature and achievements** *(If any)*

**The AD (Music) program was implemented in 2002 and it was the first of its kinds of programs among Hong Kong tertiary institutions. Last year, we have 70% of students successfully articulated to the degree program at the HKIED, local universities and Australian universities, such as University of Queensland, RMIT university and University of Newcastle. In the past 6 years, we have produced around 300 music graduates who are now music teachers, professional musicians, composers and arrangers in the music industry. Furthermore, the person-in-charge of the project, Dr. Jason Chen who are experts in the field and earned a PhD in music technology from RMIT university. He currently works on popular music for EDB for the 334 curriculum and conducts numerous workshops in technology for music and arts education.**