

II Project Information

Project Title (in English)

Design Innovation Centre (DIC)

Project Title (in Chinese)

設計創意中心

A. Project Summary

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

To promote the comprehensive excellence in design education and to improve the overall learning experiences of the students, SCS proposes to establish a Design Innovation Centre to provide facilities in supporting teaching and learning.

In recent years, design and creative industries are being recognized as increasingly important for sustaining Hong Kong's long-term economic growth. And Hong Kong government is committed to promoting the successful development of Hong Kong's design and creative industries. To meet the changing needs and new challenges of our society, SCS has been offering design programmes at sub-degree level since 2004 and has received favourable comments from students, instructors and external parties in the overall programmes' quality. However, they generally feel that there is a lack of learning support, in particular workshop facilities for our students to engage in experimentation, creativity development and self-practice for acquisition and enhancement of practical software skills.

Self-exploration and practical software skills are essential in the problem-solving process in design. Many design courses like "Webpage and Multimedia Design" and "3D Animation" are software-based and place heavy emphasis on the acquisition of software skills. Apart from regular classes, students usually need to engage in on-going self-practice after class to attain proficiency in technical knowledge. Therefore, workshop facilities are needed to help students to enhance their hands-on design experiences by experimenting with different computer software and design equipments. Provision of space and resources support will definitely enhance students' learning satisfaction in general and the attainment of their studies.

In view of this, the proposed Design Innovation Centre aims to enhance the overall learning experience of the design students. The Centre will contain three main areas: a self-access workstation space, a small project room and a resource corner.

(1) The self-access workstation space will be equipped with necessary computer facilities to provide students with the opportunity to do self-learning and familiarize with different practical skills for the mastery of design process and techniques.

(2) The project room will provide an enclosed area for instructors and students to engage in group-work design activities, such as small group guidance, brainstorming, discussion and presentation.

(3) The resource corner will be well-stocked with design books, magazines, publications and e-materials. It will also keep e-copy of all graduates' final year design projects and high-quality students' artworks. The Centre can then act as an archive and resource area for our instructors and students to gain access to design reference materials.

Apart from the benefits to design students and instructors, the establishment of the Design Innovation Centre will also be beneficial to all other non-design students. Small art & design seminars such as "Appreciation of Masterpieces" will be organized to help enhance these students' interests and aesthetic sensibilities for art and design.

For encouragement and support of self-directed acquisition of basic technical design skills, the Centre will provide self-paced e-learning packages of commonly used design software such as

Photoshop. This e-learning service will be accessible to all students.

In summary, the establishment of the Design Innovation Centre will greatly help the School to sustain excellence in design education, improve the overall teaching and learning experiences of design instructors and students, cultivate an aesthetic awareness among all the students, and enhance students' future employability by better equipping them with practical design competence.

B. Project Objectives

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

The prime objective of this project is to provide facilities and space in supporting teaching and learning in design education.

The establishment of the Design Innovation Centre is able to address the needs of the target recipients as set out below:

Identified Needs	How the Design Innovation Centre Address the Needs
Design students need to engage in on-going self-practice to attain proficiency in software skills.	It is equipped with necessary computer equipments and software for students to do self-practice so as to meet or exceed the practical skill standards set by the design courses.
Design artworks highly emphasize precise, aesthetic and professional presentation. Professional computer support and equipments are needed to produce high quality design assignments.	It is well-supported by professional computers, different software and technical equipments such as Mac Pro, large format printer, powerful digital color copier to help students finish design assignments.
Self-exploration and group brainstorming are the keys to generate ideas and stimulate creativity development for the design students.	It provides a professional environment for students' engaging in various design activities, from personal experimentation to group exploration.
A convenient and resourceful learning area for instructors and students to gain access to different kinds of design reference materials.	To assist in the sharing and preservation of design reference materials for teaching and learning, it is well-stocked with different design publication and e-resources, including an e-archive of students' artworks.
A platform to encourage and facilitate self-learning, and enhance students' future employability by better equipping them with some basic practical techniques.	To boost up students self-learning motivation and achieve basic proficiency in basic design skills, the Centre provides self-paced e-learning packages of commonly used design software such as Photoshop.
An opportunity to promote art & design education and nurture students' interests and literacy in art and design.	Small art & design seminars such as "Appreciation of Masterpieces" will be organized to cultivate an aesthetic awareness among all the students.

C. Outcomes and Deliverables of Project

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

The proposed Design Innovation Centre is accessible for all CUHK SCS sub-degree students and instructors but priority will be given to students and instructors in design disciplines. Upon the completion of the project, the following outcomes and deliverables are expected to achieve:

Target Beneficiaries	Outcomes/ Deliverables	How Users Can Be Benefited
300 students in design disciplines <i>(In the academic year 2009/2010, we have 190 students from HD in Commercial Design and 110 students from HD in Fashion Design and Product Development.)</i>	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.	It stimulates students' learning motivation, encourages self-exploration and supports creativity development.
		It supports students to cope with their design assignment requirements and empowers them to work in the highly competitive design industry.
		It helps students to familiarize with different computing skills for the mastery of design process and techniques.
		It enhances students' level of general learning satisfaction and the attainment of their studies.
300 students and 30 instructors in design disciplines	Provision of a space for design activities and a resourceful area for instructors and students to gain access of different kinds of design reference materials.	It assists to improve the quality and effectiveness of teaching and learning.
		It creates a positive design learning atmosphere or culture among the students and instructors.
	Provision of electronic archive of students' final year project and high-quality artworks.	The sharing and preservation of students' artworks help to increase students' self-worthiness and their sense of belonging to the school.
		It forms a valuable data bank for serving a good source of reference and teaching materials.
All sub-degree students <i>(In the academic year 2009/2010, we have about 2900 HD students in total)</i>	Provision of various self-paced e-learning packages of commonly-used design software.	It promotes independent and life-long learning by providing self-learning platform and opportunities.
		It enhances students' future employability by better equipping them with some basic design software skills.
	Provision of art & design seminars such as "Appreciation of Masterpieces" regularly.	It promotes students interest in art & design and helps to cultivate an aesthetic awareness among them.

D. Implementation Details

The proposed Design Innovation Centre will be implemented in three stages to be spread over one and a half year (18 months), as follows:

1. The first stage covers the period from Feb to Apr 2011 (3 months). In this period major preparatory work such as seeking professional advice, identification of an ideal location and tendering procedure will be undertaken.
2. The second stage covers the next 3 months, from May to July 2011 where renovation work and procurement of necessary furniture and computer facilities will be carried out.
3. The third stage covers the next calendar year, from Aug 2011 to July 2012 (12 months). In this period, the Centre will be open to the students and feedback data for the outcomes of the project will be collected for rectification and further improvement.

The detailed implementation plan are:

Stage 1 (Feb to Apr 2011):

1. Set up a task force comprising administrative and academic staff to plan the implementation details and monitor the progress of the project upon the confirmation of the grant. External consultants or advisory group will also be sought out to give professional advices on the implementation such as setting and operation of the facilities, effectiveness of the trial, resources and e-materials for stock in the resources corner.
2. Identify an ideal location to be refurbished into a Design Innovation Centre which could include the following basic facilities:
 - (i) Self-access workstation space
The workstation space will be well-equipped with computer facilities (both hardware and software) for graphic design, website design, fashion design, video film production and 3D design work.
 - (ii) A project room
The project room will provide students and instructors with an enclosed area for group discussion and brainstorming. Basic computing facilities like notebook computer, projector and visualizer will be available for engaging in different teaching and learning activities. Art & design seminars will also be conducted in this project room.
 - (iii) A resource corner
The resource corner will be well stocked with design books, magazines, publications and e-materials such as CD roms and DVDs. The range will cover graphics, photography, typography, graphic design, fashion design and animation etc.
 - (iv) Self-maintained website and electronic archive of students' artworks
 - A self-maintained website to provide updated news on design-related activities and an online catalog search of the learning materials provided by the resource corner will be created for easy access of the resources.
 - An electronic archive and record of students' design artworks will also be maintained.
3. Design the overall setting.
4. Tendering procedure.
5. Recruitment of a full-time technician for providing technical support of the Centre and maintaining the website and e-archive.

Stage 2 (May – Jul 2011):

1. Renovation work during summer term of Full-time Higher Diploma Programmes.
2. Procurement of necessary furniture, computer facilities, subscription of software licences, books, magazines and other e-learning materials.
3. Setting up of IT infrastructure and system for the Centre.

Stage 3 (Aug 2011 – July 2012):

1. Pilot-testing and review.
2. Preparation for the Design Innovation Centre's opening and promotion of the services.
3. Centre to be open to design students at the initial stage and then to all sub-degree students at a later stage.
4. Collection of feedback for rectification and further improvement.
5. Evaluation the outcomes and effectiveness of the project.

E. Implementation Schedule <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		<u>Feb 2011</u>
Action <i>(please indicate key milestones)</i>	Timeframe	Cashflow Requirement
<ul style="list-style-type: none"> ● Formation of a task force and advisory group ● Identify an ideal location ● Design the overall setting ● Tendering procedure, procurement service and coordination by the University ● Recruitment of a full-time technician 	Feb – Apr 2011	\$15,000
<ul style="list-style-type: none"> ● Procurement of tailor-made furniture, design tools and equipments such as visualizers and projector (\$350,000) ● Setting up of IT infrastructure and system for the Centre ● Procurement of software, e-learning package licences, computer facilities (\$850,000) ● Procurement of stationery, and learning materials such as books, magazines, DVDs etc. (\$110,000) ● Appointment of a full-time technician (\$60,000) 	May – July 2011	\$1,370,000
<ul style="list-style-type: none"> ● Pilot-testing and review ● Preparation for the Design Innovation Centre's opening and promotion of the services ● Appointment of a full-time technician (\$120,000) 	Aug 2011 – Jan 2012	\$120,000
<ul style="list-style-type: none"> ● Centre to be open to design students at the initial stage and then to all sub-degree students at a later stage. ● Collection of feedback for rectification and further improvement ● Evaluation the outcomes and effectiveness of the project ● Review and procurement of learning materials (\$50,000) ● Appointment of a full-time technician (\$120,000) ● Appointment of an independent CPA (\$20,000) 	Feb – July 2012	\$190,000

Estimated completion date of project:

End of July 2012

F. Project Budget						
Projected Expenditure <i>(Please provide detailed breakdown under each item)</i>	Amount in HK\$					
	Year 1 (Feb 11- Jan 12)	Year 2 (Feb 12 – July 12)	Year 3	Year 4	Year 5	Total
a. Manpower	\$180,000 (May-Jan)	\$120,000 (Feb-July)				\$300,000
b. Equipment / Facilities						
1. Furniture & design tools	\$350,000					\$350,000
2. IT infrastructure, computer facilities & software	\$850,000					\$850,000
3. Learning materials	\$100,000	\$50,000				\$150,000
c. Services	\$15,000					\$15,000
d. General Expenses	\$10,000					\$10,000
e. Others (e.g. auditor's fee)		\$20,000				\$20,000
Total Expenditure :	\$1,505,000	\$190,000				\$1,695,000
Projected Income						
	Amount in HK\$					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
a. (e.g. fees received)						
Total Income :						
For detailed cost breakdown, please refer to Appendix						
Sources of Funding						
a. Amount of grant sought under this application: <u>\$1,695,000</u>						
b. Other sources of funding <i>(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.):</i>						
(i) _____						
(ii) _____						
(iii) _____						

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

A working group comprising administrative and academic staff will be formed to monitor the progress and evaluate the results of the project.

Self-evaluation:

1. Feedback from students on using the Centre will be collected. Data will be analyzed for rectification and further improvement.
2. Regular meetings will be held among programme staff, instructors and IT support team members to review the operation and the effectiveness of the project, and to give direction for further adjustment and enhancement of the Centre.

H. Management Support and Key Personnel Involved

1. Dr S K Chan, Associate Director
2. Mr Eddy Y F Yeung, Head of Administration
3. Mr Joseph Y C Hung, Head, Art, Music and the Humanities Division
4. Ms Mimi K Y Liu, Manager of Centre Services
5. Ms Manda K W Wan, Programme Coordinator, Art, Music and the Humanities Division

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

III Other information

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

The project is expected to last for one and a half year with support from QEGS, and thereon SCS intends to continue running the project at its own expenses.

2 Preparatory work done *(If any)*

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

The School's Language Learning Enhancement Centre was established in 2009 with the support from QEGS. The Centre is well received and used by students.