

II Project Information	
Project Title (in English) Online Learning Series: Investigation of Local Essences	Project Title (in Chinese)
<b>A. Project Summary</b>	
<p><i>(please provide an executive summary of the project proposal in no more than 500 words).</i></p> <p>This online learning series can be considered as an extended section for the Art Node -- Online Learning Platform project, which was supported by the QEGS from the middle of year 2009 to the end of year 2010. The online learning platform resulted from the previous QEGS project is basically divided into three major sections: "Learning from International Perspectives" (which carries the School's archives of artistic exchanges and activities in the format of moving images); "Learning from Local Essences" (which is a real-time live webcasting platform bringing interviews with local themes to the audiences and students); and "Learning from Basics" (which contains a series of D.I.Y. workshops for students to learn step by step and on their own). The project this time will basically be anchored into the "Learning from Local Essences" section of the Art Node online platform with live webcast as the means. It aims to lead students to explore a different perspective of local culture, so as to bring students to another level of understanding about their own society and culture.</p> <p>This is crucial to students, especially students of sub-degree level who have started their tertiary study and are getting more and more involved with the social environment that is surrounding them. Understanding one's own hometown and being able to appreciate one's own local culture are fundamental for students to enhance their knowledge towards their own beings, the social infrastructure they are in, and the world beyond.</p> <p>The webcasting approach is also something that ought to be encouraged or further enhanced in the local educational field, as it allows students from different locations to get access to the materials in real time and without geographical hindrances. The videos archived from the webcasting can also provide students with all-time access. Besides, educators can make use of the webcasting and online materials as teaching aids to enrich the curriculum as well as the students' learning experience in art-related, sociology, liberal studies, and general studies subjects.</p>	
<b>B. Project Objectives</b>	
<p><i>(please identify the needs of the target recipients and explain how the project aims to address the needs).</i></p> <p>This project aims to enhance students' knowledge towards local culture and to promote online learning culture in the art scene as well as the educational field.</p> <p>Not only can knowledge be gained from books, it can also be obtained through experience sharing. It is anticipated that through the interviews or the experience sharing to be carried out in this project, the essences or the unique aspect of local Hong Kong culture, which may have been missed out or slighted by generally local people, could be revealed and further explored. It is planned that six interviews, with the following two focal themes (themes/topics may be further</p>	

modified), will be conducted through live webcast in this project:

(1) Learning from the eyes of foreign artists who are residing in Hong Kong. Stories behind foreign artists who are determined to leave their home countries and reside in Hong Kong would be explored. What fascinates the foreign artists in the Hong Kong culture may possibly be something that local people may have never truly paid attention to in their daily lives. By understanding the views and the works of the foreign artists, local students will be able to see another side or obtain another level of understanding towards their own local culture.

(2) Learning from the hands of the local artisans who are working in traditional yet declining industries in Hong Kong, such as the rattan industry, the ironwork industry, and the lantern-making industry etc. Students, through the interviews with the artisans, are anticipated to gain a better understanding about the possible reasons behind the decline of those industries, the changing social needs and values in Hong Kong nowadays, and the importance of cultural preservation.

### **C. Outcomes and Deliverables of Project**

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

Six live webcast with interviews focusing on the themes of Local Essences will be carried out.

Write-up for each webcasting will also be archived on the online platform.

The online learning series will allow a maximum of 60 real-time viewers in different geographical locations to participate at the same time, and unlimited browsers to research without restriction of time and space.

### **D. Implementation Details**

The project will span over the 2011 / 2012 academic years.

1. Preparation period
  - a. To recruit project members or make outsourcing arrangements
  - b. To revamp the website for Webcasting:
    - Bandwidth rental
    - Web hosting rental
  - c. Guests invitation
2. Implementation period
  - a. Project launching
  - b. Webcasting events
  - c. Information updates
  - d. System maintenance
3. Evaluation
  - Project review and evaluation

<b>E. Implementation Schedule</b> <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		Sept 2011
<b>Action</b> <i>(please indicate key milestones)</i>	<b>Timeframe</b>	<b>Cashflow Requirement</b>
<ol style="list-style-type: none"> <li>1. Project members recruitment</li> <li>2. Revamp of the web-based platform.</li> <li>3. Project launching</li> <li>4. Live webcasting x 3</li> </ol>	Sept 2011 – Feb 2012	\$425,000 (Please refer to attached Budget Estimates for details)
<ol style="list-style-type: none"> <li>1. Live webcasting x 3</li> <li>2. Information updates</li> <li>3. System maintenance</li> <li>4. Project review and evaluation</li> </ol>	Mar 2012 – Aug 2012	\$337,000 (Please refer to attached Budget Estimates for details)
Estimated completion date of project:		End of Aug 2012

<b>F. Project Budget</b>						
	<b>Amount in HK\$</b>					
<b>Projected Expenditure</b> <i>(Please provide detailed breakdown under each item)</i>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
a. Manpower	\$67,200	\$67,200				\$134,400
b. Equipment / Facilities	\$155,200	\$55,200				\$210,400
c. Services	\$193,000	\$193,000				\$386,000
d. General Expenses	\$9,600	\$9,600				\$19,200
e. Others (e.g. auditor's fee)	\$0	\$12,000				\$12,000
<b>Total Expenditure :</b>	<b>\$425,000</b>	<b>\$337,000</b>				<b>\$762,000</b>
	<b>Amount in HK\$</b>					
<b>Projected Income</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
a. (e.g. fees received)						
b.						
c.						
<b>Total Income :</b>						
<b>Sources of Funding</b>						
a.	Amount of grant sought under this application: <u>\$762,000</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) <u>NIL</u>					
	(ii) _____					
	(iii) _____					
	...					

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

To facilitate the monitoring of the Project, an advisory group consists of key academic and administrative staff members of the School will be formed. Monthly project meetings will be held among the project staff members and the advisory group members. The minutes of the meetings will be directed to HKAS' Management Team for further review and comment.

A quarterly progress report, which covers basically the following items, will be submitted to the Academic Committee of HKAS and the HKAS School Council. The Finance Committee and the Board of Governors of the Hong Kong Arts Centre will also be informed on the progress of the QEGS projects on a quarterly basis.

- Details (dates, time, venues and number of participants) of project activities held during the reporting period.
- Variations of the Project during the reporting period (if any).
- Self-evaluation of the effectiveness of the Project with regard to attainment of the stated objectives, project impact and cost-effectiveness.
- Summary of evaluation completed by students/participants
- Dissemination of deliverables and good practices.
- Difficulties Encountered and Solutions Adopted.
- Financial transactions with supporting documents such as invoices or receipts.

## H. Management Support and Key Personnel Involved

### 1. Management Support

- a. **Mr. Felix Leung**  
 Director of Hong Kong Art School  
Education  
 Bachelor of Arts (Hons) and a Certificate of Educational Studies;  
 Master Degree in Education, University of Manchester in England;  
 Master of Business Administration, Australian National University
- b. **Ms. Karen Lam**  
 Academic Registrar, Hong Kong Art School  
Education  
 Bachelor of Arts in Art History, University of Washington, Seattle, U.S.A.;  
 Master of Arts Candidate in Literary and Cultural Studies, University of Hong Kong
- c. **Ms. Chris Cheng**  
 Assistant Manager (Project), Hong Kong Art School  
Education  
 Master of Drama Education (Candidate) Griffith University, Australia  
 Diploma in Social Work City University of Hong Kong, Hong Kong

### 2. Key Personnel Involved

#### **Advisory Group Members**

- a. **Mr. Wylie Chan**  
 Academic Head, Hong Kong Art School  
Education  
 Bachelor of Fine Art, University of Illinois, Chicago;  
 Master of Fine Art, RMIT University  
Selected Awards / Activities  
 2007  
 MFA Exhibition, Hong Kong Art School, Hong Kong;  
 Dimension 07– Guest panel exhibition, InnoCentre, Hong Kong
- b. **Mr. Nelson Tam**  
 Lecturer / Programme Coordinator (Bachelor of Arts in Applied and Media Arts), Hong Kong Art School;  
 Autodesk Certified Maya Instructor  
Education  
 Bachelor of Fine Arts, School of Visual Arts, NY;  
 Master of Science in Multimedia and Entertainment Technology, Hong Kong Polytechnic University

## 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)*

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

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

Name of Project	Project Nature	Project Period	Supporter	Remarks
Language@Art – Communication Tool Box	The project aims to provide essential inspiration and creative nourishment to enhance the English communication skills of HKAS students.	Aug 2009 – Jul 2011	Quality Enhancement Grant Scheme, Education Bureau	Project Grant Approved : \$971,000
ArtNode – On line Learning Platform	The main objective of the project was to build a base for educators, students and the community to learn through sharing art-related knowledge and artistic experiences on the internet. Website: <a href="http://artnode.hk/">http://artnode.hk/</a>	Aug 2009 – Sept 2010	Quality Enhancement Grant Scheme, Education Bureau	Project Grant Approved : \$1,703,000
Artist Talk: Creativity brings Career – Jordy’s Art & Design	Jody was sharing with audience of the talk the journey of her artistic career and her own stories.	16 <sup>th</sup> September 2010	Hong Kong Art School	
Public Talk: Billy Cowie and Liz Aggiss’s Anarchic Dance	Billy and Liz shared their experiences and views on the combination of dance with imagination and installation.	13 <sup>th</sup> October 2010	Hong Kong Art School	
Conversation with Ron Arad	The talk was one of the major events tied in with a gallery’s inaugural exhibition in Hong Kong showcasing 13 works by Ron Arad, following his successful retrospective at the Pompidou Centre in Paris and Museum of Modern Arts in New York.	27 <sup>th</sup> Nov 2009	Hong Kong Art School	
Beyond Music, Between Categories	The School invited the Singapore artist, Mr. Zulkifle Mahmod, and local Hong Kong artist, Ms. Phoebe Hui, to conduct the project and develop a collaborative work based on the concepts of harmonograph, sculpture and electronics.	4 <sup>th</sup> April – 15 <sup>th</sup> May 2010	Hong Kong Arts Development Council	

Esmé Parish: Chinese Export Silver – A Legacy of Luxury	Esmé was an American expert on export silver, and she started her company in Singapore in 1983. She brought an exquisite collection of China Trade silver to the School and hosted a sharing with the students.	16 <sup>th</sup> November 2010	Hong Kong Art School	
Hongkong Asia Exchange Project: Emotional Metropolis - a social research project	Thai artist, Kamol Phaosavasdi, accompanied with the local artist, Olive Leung, and the student researchers, had visited Guangzhou, the biggest city in Pearl River Delta and kicked off the Hongkong-Asia Exchange Project, Emotional Metropolis - a social research project. Drifting around the city, interacting with the people, listening to the conversations and surroundings, feeling the tension and relaxation of the city muscles, the research team takes the pulse of now and explores the emotions and souls shrouded.	2009	Asian Cultural Council and Research Fund, Hong Kong Art School	
Hongkong-Asia Exchange Project: Drifted Narratives	Tad Ermitano from the Philippines was invited to reside at the Hong Kong Art School for more than a month to collaborate with local artist as well as Lecture/Subject Coordinator of the School, Tse Ming-chong. Through searching for the footsteps of José Rizal, the national father of the Philippines who passed by Hong Kong with a mission, observing the Filipino domestic helpers who gather at Central on Sundays and tourists queuing outside the Disneyland or Louis Vuitton shops, the duet try to collect anecdotes, unaware and unknown stories.	2009	Asian Cultural Council and Research Fund, Hong Kong Art School	

Renowned artists invited to join the AiR programme organized by HKAS would generally host educational activities such as workshops and lecturers. During their residencies at the School. The past activities were documented and uploaded to the Artnode website students with an on-line learning opportunity.