Course Title	:	**Workshop on Creativity and Cultural Production**
Course Code	:	CUS3325
Recommended Study Year	:	3/4
No. of Credits/Term	:	3
Mode of Tuition	:	Seminar
Class Contact Hours	:	3 hours X 1 Teaching mode
Category in Major Programme	:	Programme Elective
Prerequisite(s)	:	None
Co-requisite(s)	:	None
Course Description	:	This course aims at enhancing students' critical understanding of creativity as driving force behind cultural production, and the relationship between creativity and cultural production. A critical reflexivity rooted in contextual awareness is corollary to the fostering of creativity, and hence the course will be focused on areas of cultural production that best bring about such quality of creativity, including but not limited to performance art, music, community art. Students will be guided through two dimensions surrounding creativity as cultural production: as creative industries, and as socio-cultural intervention. In this light, students will learn about the theories and concepts around creative industries, as well as public art as an emerging form of social cultural intervention. Suggested modules include: theatre, Chinese opera, music production and performance, installation art, documentary, creative writing, community art, and other creative modes. Students will study the art forms from an industry and intervention approach, as well as the creative-production skills involved. At the end of the course, students will be required to produce a creative project based on one of the art forms taught in the course. It is hoped that the course will provide a conceptual and also a practical dimension into the critical rethinking of cultural creativity.
Objectives	:	i) To foster students' creativity in various art and cultural forms ii) To guide students' creativity from an appreciative and critical mode, through aesthetic, organizational, cultural and

political perspectives

iii) To enhance students' personal growth in the process of creativity

Learning Outcomes : On completion of this course, students should be able to :

i) demonstrate a critical understanding of the issues facing the forms of creativity taught in the course;

ii) analyze critically the relationship between creativity and social/cultural intervention;

iii) to express their creativity and self-confidence

Indicative Contents : i) Aspects and debates around creativity: creativity as cultural intervention

ii) Modes of intervention: appreciation, criticism and creativity

iii) Notions of creative industries: organization, management, aesthetics, audience, education, distribution and publicity

iv) Issues of cultural policies e.g. developing cultural district

v) Public Art and public space: politics, community and resistance;

vi) Mini-workshops and exercises on the production of arts, including music, visual art, video making, writing

Mode of Teaching : i) 3-hour sessions will be adopted for this workshop-based course, whereby students can engage in games and exercises to explore their creativity

ii) Depending on the theme of the modules, site visits to museums, art galleries, backstage rehearsals or concert practices will be organized

iii) Guest speakers will be invited to facilitate students' understanding of and reflection on the various forms of cultural production

iv) Depending on the availability, students may attend the "Meet-the-Artists" activities during the Hong Kong Arts Festival

Measurement of Learning Outcomes:

Learning Outcome	Assessment Method			
	Workshop Participation	Essays	Presentations	Term Projects
1. Students demonstrate their critical understanding of the issues around forms of cultural production through short essays		**X**		
2. Students display their critical reflection of the relationship between creativity and social/cultural intervention through workshop participation and term projects	**X**			**X**
3. Students display their self-confidence and expressiveness through presentations			**X**	

Assessment : Workshop Participation 20%
Essays 20%
Presentations 20%
Term Projects 40%

Readings : Required Readings:

McIntyre, Phillip (2012). *Creativity and Cultural Production.* Basingstoke ; New York : Palgrave Macmillan.

Taylor, Irving A. and J.W. Getzels (2007). *Perspectives in Creativity.* New York : Aldine Transaction

Recommended Readings:

Adair, John (2009). *The art of creative thinking : how to be innovative and develop great ideas.* Pbk, ed.

Boal, Augusto. (1995) 'Theatre, The First Human Invention', In *The Rainbow of Desire: The Boal Method of Theatre and Therapy,* p.13-15. London; New York: Routledge.

Clarke, David (1996) , 'The Culture of democracy: looking at art in Hong Kong', in *Art and Place: Essays on Art from a Hong Kong*

Perspective, pp.47-54

Goriunova, Olga (2012). *Art platforms and cultural production on the Internet* . London: Routledge.

Pang Laikwan (2012). *Creativity and its discontents : China's creative industries and intellectual property rights offenses*. Durham, NC : Duke University Press.

Pratt, Andy C. and Paul Jeffcutt (2009). *Creativity, Innovation and Cultural Economy*. London: Routledge.

Runco, Mark (2007). *Creativity : theories and themes : research, development, and practice*. Burlington, Mass. : Elsevier Academic Press

Ruth Richards (2007), 'Everyday Creativity: our Hidden Potential' in *Everyday Creativity*, Washington: American Psychological Association, pp.25-53

Stokes, Patricia (2006). *Creativity from constraints : the psychology of breakthrough*. New York, NY : Springer Pub. Co.

University of Dar es Salaam (Tanzania) 'Tuseme: Project Description'. *Living Newspaper*, accessed on 10 Jan 2010

林雪虹等編 著 ，《視藝文集 : 香港視覺藝術與創意時代 》. 香港 : 小書局, 2008.

Important Notes:
1. Students are expected to spend a total of 9 hours (i.e. 2 hours of class contact and 7 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or evenfootnotes/citations, whether protected by copyright or not, as the student's own work".Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on https://pla.ln.edu.hk/.