COURSE DESCRIPTIONS 科目簡介

COURSES FOR 4-YEAR UNDERGRADUATE PROGRAMMES

CLA9001 Media Writing and Short Film Production in Chinese 中文媒體及短片創作 (from 2024-25)/ **Media Writing in Chinese 中文媒體寫作** (in 2023-24 or before) **(3 credits)**

(Language of Instruction: Chinese)

This course introduces students to writing for the mass media, especially new media creation, video and film production. Students will develop knowledge of different styles for various genres, such as copywriting for the media, film style and genre, and the ability to effectively and creatively express themselves using those styles. They also need to plan and produce short videos for media by applying what they have learned.

CLA9002 Hong Kong Art (3 credits)

The art created in Hong Kong, an international hub characterised by its dynamism and connection with Mainland China, is both unique and diverse. Hong Kong art, in fact, is multilayered due to its local and international context. This course provides an introduction to the current Hong Kong art scene, with particular emphasis on the concepts and styles in contemporary art, contemporary issues in local art and research on several local artists. Taking advantage of the convenient access to various local art activities, events and exhibitions, the academic learning on campus will be tightly connected to students' off-campus art experience. More specifically, the course consists of three kinds of activities: (1) lectures and students' presentations in class; (2) local art trips (3) work on an art review aimed at analysing and interpreting artworks' meaning and value, and evaluating their impact.

CLA9003 Innovation in Practice (3 credits)

Innovation has become a major engine of economic expansion and social development. Understanding the dynamics of innovation and ability to plan and contribute to the strategic processes underlying innovation is therefore essential to job performance and personal career development in arts, economics and business. This course focuses on how to create value and growth through innovation in new and existing markets. The course will be taught using interactive methods and techniques throughout.

CLA9004 Be Your Own Boss - Entrepreneurship (3 credits) (until 2016-17)

People in every nation have enormous entrepreneurial qualities and aspirations, and that spirit is finding its way into nearly all world markets. The adoption of the entrepreneurial mindset grows exponentially in countries like India, China, Korea, Mexico, South Africa, and those in the former Soviet bloc. To prepare the next generation of entrepreneurial leaders, this subject focuses on understanding the entrepreneurial process, the establishment as well as the management of a new business venture. Both conceptual issues (understanding decision to become an entrepreneur, and developing successful business ideas), and practical issues (financing, managing, and growing a venture) will be covered.

CLA9005 Economics of Culture and Creativity (3 credits)

From 2025-26

This course equips students with novel insights into the economics of creative industries, applying economic theories to analyse how creativity and cultural production address real-world challenges. Background, including the important role of creativity and problem-solving, will be given on a diversity of domains (e.g., museums, film, book publishing, performing arts, heritage preservation, and intellectual property systems). Students will critically examine the intersection of economic principles and creative

problem-solving across these domains in a rapidly evolving digital and AI-driven landscape. Through case studies and interdisciplinary frameworks, the course investigates the social, psychological, and economic conditions that shape novel solutions in creative industries. Students will evaluate how cultural values (e.g., community-driven vs. profit-oriented models), policy tools (e.g., public subsidies, tax incentives), and intellectual property regimes (e.g., adaptive copyright laws for AI art) foster equitable and sustainable creative economies.

By integrating economic analysis with creative inquiry, students will be able to resolve tensions between artistic expression, cultural preservation, and market efficiency. Examples include proposing policies to support independent artists in streaming economies, rethinking museum funding models in the digital age, and balancing AI's disruptive potential with ethical safeguards for human creators.

From 2017-18 to 2024-25

This course builds a solid foundation for students to apply economic theories to study the arts, culture and the protection of intellectual property rights. Various concepts of "culture" will be explored. Special characteristics and factors that determine the supply and demand of cultural goods and the market structures for cultural goods and productions will be examined. The student will be introduced to the concepts of externalities, private and public goods and various theories of value to illustrate the impact and limitations of cultural policy and public subsidy. The role of culture and cultural heritage in economic development will be explained. Further illustrations will be found in the introduction to the economics of museums and performing arts. The role of the protection of intellectual property rights in the economics of creativity will also be examined.

In 2016-17 or before

This course applies basic economic and financial theories to study arts, culture and venture capital. It introduces to the students the basics of venture capital (VC) industry and several culture industries. The topics covered by this course include the financing of VC, the corporate venturing experiences, the supply, demand and pricing of the performing and creative arts and cultural heritage, the financing of the arts and cultural activities, and why economic incentives and institutions such as intellectual property right protection are necessary to promote creative activities.

CLA9006 Creativity and Individual Differences: Theories and Applications (from Term 2, 2023-24)/ **Creativity and Individual Difference: Theories and Applications** (in Term 1, 2023-24 or before) **(3 credits)**

The question of whether creativity is a general ability or whether it is domain specific is an important one that has remained baffled in creativity research. This course will begin by exploring the nature of creativity, creative thinking, and creative problem solving process. The course examines the psychological components of creative process, problem solving and general characteristics of creative people. In particular, Csikszentmihalyi's positive psychological perspective and his notion of flow will be discussed. From a cultural perspective, this course will explore the social context under which creativity is socially constructed and how this is tied to differences in the definition of creativity. A proportion of the course will be devoted to different techniques of creative thinking, e.g., lateral thinking.

CLA9007 Creative Industries: reflection on creativity and creation (from 2022-23)/ **Creative Thinking** (in 2021-22 or before) **(3 credits)**

From 2022-23

Despite its importance in almost all sectors of contemporary society, creative thinking remains a very broad, general, and abstract concept. The course aims to *contextualize* this concept by presenting an introductory overview of the socio-economic organization of

creative industries and theories about them. The term "creative industries" refers to a group of industries with a high level of cultural, creative, or artistic input. They include film, music, design, fashion, dance, theatre, art, architecture, advertising, television, and other media. In terms of management, they present a special challenge in coordinating the efforts of creative people, such as artists and designers, who are famous for being individualistic and devoted to their creative work, with the practical running of a project which may involve hundreds of people. Through case studies, students will be asked to identify the conflicts, negotiations, and collaboration between the creators and humdrum people and explore how they shape and inform the very meaning of creativity or creative thinking in different industries. By placing the notion of creative thinking *in the context of* creative industries, the course, in short, aims to demonstrate that the concept itself is not universal but culturally and contextually varied.

This course is taught primarily by lectures with some classwork. It is attentive to creative industries in China, Hong Kong, and Japan, comparing what we find there with standard readings on creative processes in Europe and the United States. It also looks at local/regional variations in how different creative industries function vis-à-vis business and cultural policies, globalization, and the strategic role of creativity in future competitiveness.

<u>In 2021-22 or before</u>
This course aims at assisting students to adapt to the demands of university education and careers in the 21st century by allowing them to become familiar with the concepts and practices of creative thinking. Through reading, discussion, group work, community involvement, and other creative works, students will learn how to identify underlying assumptions of a viewpoint, formulate critical questions on a range of issues, examine issues from multiple perspectives, and offer critical and creative feedback. Students will be asked to develop these skills with an awareness of the social, cultural, interpersonal, institutional, and technological settings, in order to understand creative thinking as it is practiced *in context*.

CLA9008 Performance Arts in Modern Times (3 credits) (not offered from 2026-27)
Performance arts are an important site for understanding human creativity and artistic expressions in modern urban life. This course leads students to learn how to understand performance arts as creative activity and how to appreciate different performance forms, styles, aesthetics, artists and interactive experiences from around the world. Using a global approach and embracing that performance arts are superb extensions of human sensibilities and ultimate expressive means of creativity, the course introduces students to three major areas of live performance arts: music, theatre and dance, plus the performance practice called digital performance (where computer technologies and techniques have been integrated into live productions). While focusing on today's performance productions as signifying practices, the syllabus addresses issues of traditional performance forms and intangible cultural heritage in relation to modernity, and distinguishes between the art of performance and popular culture in terms of the aesthetics of structure and form. This course will ideally be offered in the second semester to make use of the Hong Kong Arts Festival's distinguished programmes (opening in February every year) as dynamic examples of contemporary live performance arts.

CLA9009 Bilingual Studies in Humour (3 credits) (suspended for offering from 2013-14 to 2014-15)
(Language of Instruction: English/Chinese)
This course examines the mechanism of humour production and appreciation, and the social functions and culture specificity of humour. Psychoanalytical, linguistic and social theories of humour will be sampled, and Chinese and English works of humour will be selected from producers with different cultural, poetological and ideological backgrounds.

These texts will serve as models for the formulation of strategies for the writing and translating of works of humour.

CLA9010 Social Problem Solving and Decision Making in the Modern World (3 credits)

This course introduces students to social problem-solving models to help them find ways to deal with problems effectively in their day-to-day lives. Life is a dynamic process, filled with many flourishing experiences which make life meaningful. However, when some experiences become troublesome or involve problems, people may face uncertainty and be unable to cope effectively. Hence, the study of social problem-solving deals innovatively with different types of problems including intrapersonal problems (such as emotional, or personal health), interpersonal problems (such as marital conflict, domestic violence), and impersonal problems (such as insufficient finances). Topics of interest include conflict management, suicide risk, decision-making, and financial investment.

CLA9011 Subtitling: Issues in Audiovisual Translation and Culture (3 credits) (deleted from 2022-23)

(Language of Instruction: Chinese and English)

This course examines subtitling from English to Chinese and Chinese to English. It discusses how translation in audiovisual media deals with the problems of taboo, gender and sexuality, race and nationality, politically 'sensitive' materials, humour, and culturally specific references. It also investigates the translation of different film and television genres, and explores subtitling issues, comparing, contrasting and evaluating ways in which comedy, tragedy, action, horror, documentary and/or historical films and television programmes are treated. In addition to analyzing how subtitles are created, structured and presented in various genres of audiovisual products, students will practise editing and writing their own subtitles based on excerpts of films or television programmes from Hong Kong or mainland China.

CLA9012 Creative Online Social Networking (3 credits) (deleted from 2022-23)

This course explores online social networking as a creative medium as well as its innovative use in various personal, professional and organisational settings. It covers the different forms, applications and business models of online social networking. Students will examine cases of creative use of online services and learn to be ethical and socially responsible users of social networking. They will also put their innovative social networking ideas into practice through goal-oriented projects in some business/professional settings.

CLA9013 Self-improvement, Personal and Work Success (3 credits)

The aim of this course is to help students to identify the core competencies that are needed for personal and career success and teach them the skills and strategies to build up those core competencies. There are a number of core competencies and personal qualities expected from fresh graduates by employers. These competencies include creativity, practical intelligence, analytical reasoning, learning competence, social competence and interpersonal sensitivity, emotional intelligence, interpersonal communication competence, self control, self-presentation skills and leadership. These skills and personal qualities are important for personal and long term career success. The course is designed to cover the above-mentioned topics and provide a general orientation of self-improvement by (i) helping students to assess themselves in these areas that are essential for personal and career success; and (ii) nurturing students' creative potential by exposing them in various practical problem-based scenarios, as well as engaging them in various activities that train up their innovative and creative thinking; (iii) helping students to develop and enhance their ability and competence so as to increase their chance of success both personally and in career. Basically, this course embraces both theoretical and practical elements equipping students to be the creative and competent leaders in society. The course

highlights the importance of acquiring knowledge of various forms of novelty and innovation in various domains, through lecture and tutorial activities.

CLA9014 Creative Digital Imaging (3 credits) (deleted from 2022-23)
This course not only introduces the basic concepts and techniques of digital imaging and its creative use in various applications, but also highlights the innovations, potentials and social impacts brought by digital imaging technologies. Students will also learn about the legal and ethical use of current digital imaging software and equipment.

CLA9015 Travel Writing in Chinese 記遊書寫 (3 credits)
(Language of Instruction: Chinese)
This course introduces students to the basic concepts of travel writing. Travel writing has its own historical background in the Chinese literature as well as in the western literature realm. Writers explore the world through journey and communication with the self during the journey. This creates many different dimensions in one's inner world. Myths, history, geographical recognition as well as the lyrical awareness can be found in many travel writings. Students will practice their understanding of travel writing and produce their own creative work in writing. They are required to choose a subject matter and to present it with their creative and innovative ideas. At least one field trip is required for this course.

CLA9016 Creative Writing in English: Literature and Craft (3 credits)
(deleted from 2022-23)
Creative writing is an emerging academic discipline whose importance is beginning to be recognised above and beyond the areas of literature and creative expression, and this course will introduce students to the basic concepts of writing short fiction, with an emphasis on story structure and expressive language. A key focus of the course will be on the importance of reading as a means of developing one's craft as a writer. Fiction will be the main focus, although other genres and forms will be discussed. No previous writing experience is required: this course is open to new writers as well as experienced ones.

CLA9018 Digital Tactics and Subcultures (3 credits) (deleted in 2020-21 and 2021-22)
This course studies creative practices of digital media use. Digital media operate through certain protocols and default settings that imply preferred ways of use, which are imagined by the designer of the software and often align with hegemonic values, assumptions, and interests. However in processes that involve creative imagination and experimental re-making, people try to divert from these common uses and reinvent the workings of digital media. By looking at those who break, tweak, or exploit the protocol, we become aware of dominant technical logics and the values inscribed in them as well as creative tactics to repurpose them. We learn how to appreciate tactical creativity and assess its cultural and ethical implications. Through a method called reverse engineering for the humanities and experimental learning, we try to become more creative users and producers ourselves.

CLA9019 International Entrepreneurship (from 2025-26)/ **Entrepreneurial Spirit and Opportunities** (in 2024-25 or before) **(3 credits)**
(Restriction(s): Students who have taken CLA9004 Be Your Own Boss- Entrepreneurship will not be allowed to take this course.)
From 2025-26
Understanding international entrepreneurship is essential for future leaders navigating today's highly interconnected world. International entrepreneurs are professionals who leverage their knowledge of international startups, business models, innovations, trade policies and regulations, and funding opportunities to identify transnational and cross-cultural business prospects, transforming them into initiatives that create new value. This course equips students with the knowledge and skills to identify and act upon

international business opportunities, enabling them to succeed in international startups.

A strong understanding of entrepreneurship rules and regulations, overseas business environments, and global market dynamics is crucial for success. This course encourages students to adopt an open-minded approach, recognizing that innovation emerges from diverse perspectives and interdisciplinary thinking. With the global economy increasingly focused on entrepreneurship, startups expanding into international markets, and cross-cultural collaboration, students will develop critical thinking, creativity, and problem-solving abilities essential for the modern workforce.

The course explores key concepts in international entrepreneurship, including strategies for launching startups in international markets, navigating international trade frameworks, securing funding for overseas ventures, and developing products tailored for international consumers. These insights are invaluable for students aiming to build global enterprises or assist established corporations in overcoming challenges in both domestic and foreign markets. Whether pursuing international business growth, or applying entrepreneurial expertise within a corporate setting, this course provides essential knowledge to thrive in an evolving global landscape.

In 2024-25 or before
This course offers students entrepreneurship education emphasizing the context of fast changing technologies and dynamic regional and global environment. It provides students with a solid entrepreneurship foundation as a way to guide their attitudes and predispositions in adapting to the changes. Entrepreneurship, as a manageable process, is sustainable over the life cycles of people's careers, of organizations from start-up enterprises to sizeable corporations, and of societies undergoing various types of transitions. The course exposes students to the up-to-date concepts, theories, trends, practices, and tools of the entrepreneurial world, integrating knowledge from multiple disciplines, such as sociology, psychology, economics, and business.

CLA9021 Innovation and Entrepreneurship for Global Grand Challenges (3 credits)
This Innovation and Entrepreneurship course focuses on examining creative models and approaches that leverage the convergence of entrepreneurial mindsets and innovation for solving pressing global challenges. This course will inspire students to rethink the importance of sustainable growth (including achieving SDGs) at national and global levels, question fundamental assumptions, and to design and implement new entrepreneurial solutions for sustainable growth. Specifically, the class will examine successful innovation and startup models, rural and disruptive technologies, conservation and development struggles, and other critical topics that harness innovation and entrepreneurship for social good. Students will also learn to solve problems at the juncture of technology and humanity using a set of tools, including design thinking, product design cycle, project management, and marketing. The course focuses on social ventures.

CLA9022 Understanding Photography (3 credits)
(Restriction(s): Students are not allowed to take both this course and PHI3281 Philosophy of Photography.)
This course explores the central questions concerning the nature and functions of photography. It approaches photography from a number of theoretical viewpoints, covering ontological questions (e.g. what is special about photography as a representational medium?), epistemic questions (e.g. how do photographs provide knowledge?), aesthetic issues (e.g. does the 'mechanical' nature of photography somehow make the medium aesthetically inferior to other art forms?), and ethical questions that photography gives rise to. The main focus of the course will be on general questions like the ones above, but some attention will also be given to more specific, art-theoretical

issues pertaining to photography (e.g. genre, artistic themes, and interpretations of particular photographs). A special focus will be given to how photography as a medium can be creative, in at least two respects: first, as a medium that has through its history involved numerous innovations for image-making (from Daguerrotypes to Smartphones); second how photographers have constantly explored various stylistic avenues to refute the sceptical challenge that photography is inferior to other art-forms due to its alleged mechanical nature. The course will include a practical component related to the making and appreciation of photographs.

CLA9023 Creativity in Western Classical Music (3 credits)
(Restriction(s): Students who have previously taken CLA9020 Creativity in Music are not allowed to take this course.)
This course examines how creativity has shaped the Western classical music tradition and how, in turn, classical music expresses and employs creativity. Students acquire new tools to appreciate classical music through the lens of creativity. The course also demonstrates how music can stimulate creativity in areas beyond music, enabling students to discover how music can tap their own creativity.

CLA9024 Creative Expression with Music (3 credits)
This course provides an opportunity for students of all backgrounds and skill levels to learn to make music in a creative manner. Whether students have had no music training or extensive musical experience, whether they prefer popular or classical styles, whether they enjoy music from Western or Chinese or other cultures – all students will learn how creative music-making works, why it is unique, and what can be gained from engaging in it. Students will not only develop a greater appreciation for music generally, but also learn how music creativity can lead to other expressions of creativity.

CLA9025 Science and Creativity (3 credits) (deleted from 2025-26)
The fact that "scientist" is usually missing from lists of "creative careers" is consistent with the common misconception that creativity is a special ability limited to artists, musicians, and writers, and that science is simply a dull list of accumulated facts and figures. In reality, evidence suggests that everyone has the ability to be creative and that creative ability can be improved. Moreover, many of the major advances in science occurred as the result of creative scientists developing new and innovative ways to view the world and solve problems. This course will introduce students to creativity and innovation, and the role they have played in the development of the scientific understanding of the natural world and ultimately to the state of the world itself. This course will use the process of science to study creativity and innovation by exploring theories and research on non-human animal innovation and creativity, and comparing and contrasting it with theory and research on human creativity.

CLA9026 Nature Appreciation through Arts and Creative Media (3 credits)
The natural world is a constant source of inspiration. This course provides an opportunity for students of all backgrounds and skills to learn to appreciate nature through various forms of arts and creative media. Lectures will cover basic aspects of nature conservation, environmental literature, nature illustration, photography and documentaries, and natural history of Hong Kong. Guest lectures and creative workshops will be provided by local nature illustrators, writers, photographers, and documentary producers to ignite students' interest on the subject matter. Lectures will be followed by hands-on workshops to allow students to practice and develop their creative abilities. By the end of the course, students will develop a greater appreciation for nature, be more knowledgeable about nature-related arts and creative media, and become creative and well-informed global citizens with an innovative mind.

CLA9027 Being Someone: Writing Identity in Contemporary Culture (3 credits)
What does it mean to become someone in a world as complex as the one we inhabit—a world defined by rapid globalization, by the legacies of colonialism, by unprecedented mass migrations? This course aims to answer such questions by exploring the creative responses to the experience of growing up and building an individual identity in contemporary fiction: focusing on books and films created between mid-1980s and the early years of our century, we follow young women and men exposed to colonial oppression, struggling with conflicting cultural demands, and seeking to navigate the complexities of immigrant experience. We will focus on such topics as the legacies of slavery in contemporary Caribbean narratives, coming of age in post-colonial Africa, and the immigrant experience in Europe and the US.

CLA9028 Soft Power and Translation (3 credits)
(Language of Instruction: Chinese and English)
Soft power, a term coined by Joseph Nye, refers to "the ability to shape the preferences of others" and a country's capacity to achieve its purposes through co-opting and persuading others instead of coercing them through military or economic strength (Nye 2004: 5). Translating a country's cultural products into foreign languages is an important means to increase the country's soft power. This course introduces the definition of soft power and the relationship between soft power and translation, evaluates the effectiveness of different translation strategies for promoting a country's soft power, and further explores more creative and innovative ways to translate different cultural products so as to better promote the country's cultural soft power.

CLA9029 Creative Movement and Dance (3 credits)
(Note: Students who have taken CLA9099a Creative Movement and Dance cannot enroll in this course.)
This course introduces body movement as a means for creativity and expression. It assumes no previous experience of dance. Contemporary dance techniques will be introduced to expand the bodily potential. Different choreographic skills will also be introduced to expand creativity utilizing the bodily expression. Creativity by different dance artists will be studied to investigate into their exhibited creativity in various social and psychological situations at different historical and cultural contexts.

CLA9030 The World of Cultural Dances in Hong Kong (3 credits)
Through learning and experiencing cultural dances, this course widens students' horizon in world cultures.Students will be brought into contact with a variety of dances which are originated from regions and traditions around the world, with some brought by travelers and immigrants to Hong Kong. Examples include a range of cultures in the selected areas of Europe, South America, Africa, India, East Asia and Southeast Asia. Assuming no previous training in dance, the course allows student to explore the origin of those dance styles, intertwined with other artforms including music, costumes and rituals, and how their stylistic evolutions have taken place through time and the changes in cultural environment. Through that the course helps students to build the artistic literacy and appreciation towards the sophistication within any single dance style. The course will emphasize on the experiential learning of these cultural dances through the expression using our bodies, connecting creativity and expression focusing on bodily means.

CLA9031 Digital Visual Communication (3 credits)
This course provides an overview of visual communication design to help students to develop their sense of visual literacy. Students will be introduced to design thinking, principles and elements of design concepts such as visual unity, balance, color theory, and typography. Examples of relevant project work and case studies worldwide will also be discussed. Through lecture and workshop practice, students will be able to appreciate the aesthetic of visual communication in our everyday lives and apply theories and principles

in their personal creative practice.

CLA9032 Harmonising Data: GenAI Music Creation for Public Engagement (3 credits)

This course delves into the innovative intersection of Generative AI, data interpretation, and musical creation, focusing on raising public awareness of critical issues such as environmental sustainability, inclusivity and well-being.

We set out to demystify the complexities of data analysis by leveraging the latest advancements in Generative AI to transform intricate datasets into captivating musical compositions. The course uniquely bridges the gap between technical data understanding and creative expression, making the process accessible and engaging for a broad audience.

Students will learn to use Generative AI tools to craft and manipulate sound, creating songs that reflect critical societal issues and resonate with a wide public. This course represents an exciting foray into a new era of data-driven art and advocacy, where complex data inspires meaningful and impactful musical narratives.

CLA9033 Art Confronts AI: Assessing Machine Creativity in East Asian Art (3 credits)

What does art have to say about AI? How do contemporary artists integrate AI into their work? Can we tell a creative story using AI? This course investigates AI's social and cultural implications. Artists are experimenting with generative AI, computer vision, and metaverse technologies to reimagine the future of humanity. Some critique digital capitalism, while others collaborate with machine learning algorithms. Artists and art collectives from East Asia and its diaspora, including Cai Guo-Qiang, Xu Bing, Cao Fei, Anicka Yi, Sougwen Chung, teamLabs, Krista Kim, etc., co-create with algorithms to reinterpret traditional aesthetics, address social bias, and challenge the boundaries between human and machine, natural and artificial, real and virtual. The course blends theory with practice. Students will create a short AI film to consolidate their evaluations and analysis of multi-modal AI systems.

CLA9099 Special Topics in CLA Cluster (3 credits)

The subject matter of this course varies according to the expertise of the subject teachers or visiting scholars available. Special topics will mostly complement regular courses offered in the CLA cluster, to provide a broad range of general knowledge and wide perspectives for students to investigate, analyse and reflect on issues and topics related to creativity and innovation.

CLA9099a Creative Movement and Dance (3 credits) (deleted from 2022-23)

This course introduces body movement as a means for creativity and expression. It assumes no previous experience of dance. Contemporary dance techniques will be introduced to expand the bodily potential. Different choreographic skills will also be introduced to expand creativity utilizing the bodily expression. Creativity by different dance artists will be studied to further the knowledge on how creativity is exercised in the contemporary dance world.