

2017-18 Spring

HART 1001 Arts and Creativity (2 credits)

Course Syllabus

Instructors: Mrs Alice LO (alicelo.now@gmail.com)
Mr. Anthony Lee (flcntk3@gmail.com)
Program Officer: Vickie Wong (Rm 6401, Tel: 2358-5791; Email: vickiewong@ust.hk)
Time: Mon & Wed, 13:30-15:20
Office Hours : By appointment

Venue: LG4-26 Multi-function Room, Library

Except the following dates:

26 Feb (Mon)	13:30-15:20	LG1 Tutorial Space, Library
28 Feb (Wed)		
28 March (Wed)		
23 April (Mon)	14:30-16:20	LG1 E-learning Classroom A (Mac room), Library
25 April (Wed)	13:30-15:20	

Course Description

An experiential learning course designed to engage students in exploring arts and their own creative abilities through a series of lectures/seminars on arts and creativity, art tutorials and enrichment activities. Students will have the opportunities to create their own artwork and learn through guided reflective activities individually as well as in groups.

Intended Learning Outcomes

Upon completion of this course, students are expected to be able to:

1. Apply the theory of creativity and the creative tools and process in relation to visual expression, creation and execution
2. Master at fundamental level an art skill
3. Demonstrate reflective ability in the understanding and appreciation of creative works

Minimum Attendance Requirements for a 'Pass'

The course is divided into 2 major components. The first component of the course will be on creativity and creative thinking exercises. The second component will be on applying the theory and tools of creativity to filmmaking. Owing to the highly practicum content, regular attendance in class is essential. The course requires students to attend at least **20 sessions (80%)** after add/drop period, including any approved excuses.

Course Schedule & Outline

Session	Date	Topics	Instructor(s)
1	5 Feb	<p>Introduction on Creativity</p> <ul style="list-style-type: none"> • Introduce the different thinking modes and nature of creative thinking • Explain the course syllabus and assessment requirements <p>Introduction on Film</p> <ul style="list-style-type: none"> • Introduce the concept of film as language • Explain the course content which is to appreciate and to explore some of the fundamental design attributes of film • Explain the assessment requirements 	Alice & Anthony
2	7 Feb	<p>Developing Ideational Fluency I</p> <p>Introduction to creative tools: <i>Brainstorming</i> and <i>Forced Connection</i> through lecture and small group activities</p>	Alice
3	12 Feb	<p>Developing Ideational Fluency II</p> <p>Introduction to creative tool: <i>Mind Mapping</i> by showing Tony Buzan's 'Mindpower' video. Students will make mind maps individually and as a team on a given topic.</p>	Alice
4	14 Feb	<p>Getting Rid of Assumptions</p> <p>Introduction to creative tools: <i>Classification</i> and <i>Empathizing</i> through small group activities to detect patterns/ relationships, and explore the target user's needs that can stimulate new ideas.</p>	Alice
	19 Feb	No Class – Lunar New Year Holiday	
5	21 Feb	<p>Recording and Reflecting</p> <p>Introduction to creative tool: <i>Recording and reflecting</i>. Students will evaluate each other's lablog according to guidelines provided. How lablog can develop creative thinking will be discussed.</p>	Alice
6	26 Feb	<p>Restating Problems</p> <p>Introduction to creative tool: <i>Restating Problems</i> through a case study of restating problem/question to find creative solutions.</p> <p>Class Venue: LG1 Tutorial Space, Library</p>	Alice
7	28 Feb	<p>Overcoming Mindsets I</p> <p>Introduction to creative tools: <i>Break the Rules</i> and <i>Synectic Thinking</i> through lecture and small group activities to quest for liberating mindsets.</p> <p>Class Venue: LG1 Tutorial Space, Library</p>	Alice
8	5 Mar	<p>Overcoming Mindsets II</p> <p>Introduction to creative tools: <i>Lateral Thinking</i> and <i>Analogical</i></p>	Alice

		<i>Thinking</i> through lecture and small group discussion.	
9	7 Mar	Sources of Creative Stimulation Introduction to creative tool: <i>Collecting</i> . Students will learn the purpose behind collecting and discover its importance to creative thinking through small group activities.	Alice
10	12 Mar	Design Research I Introduction to creative tool: <i>Design Research</i> through case studies of how 1 st hand and 2 nd hand research could fuel the creative process. Form teams, brief the final assignment and exploring the possibilities: <ul style="list-style-type: none"> • <i>*On the assignment:</i> • Theme – “First Love is...” • Idea vs. execution • Sight vs. sound • Emotional quotient vs. intellectual quotient • Personal insight vs. general perception 	Alice & Anthony
11	14 Mar	Denotation and connotation An introduction to denotation and connotation in visual language using TV commercials as examples	Anthony
12	19 Mar	Visual communications and ideas An introduction to visual communication and ideas using TVC <ul style="list-style-type: none"> • <u>Lablog on creativity exercises due for assessment</u> • Assignment 1: Write a 200-word exploratory essay on “First Love is...” – due on 21st March 	Anthony
13	21 Mar	Basic story telling I An introduction to dramatic story telling <ul style="list-style-type: none"> • <i>Classwork: write a short story in class (Exploratory Assignment)</i> • Assignment 2: A proposal for a 3-minute short film based on the statement “First Love is...” <i>The proposal should contain the following:</i> <ul style="list-style-type: none"> • <i>A sentence completing the line: “First Love is...”. That sentence should be a summary based on the essay you wrote previously.</i> • <i>A mood board</i> • <i>Music references.</i> • <i>One or two referencing film samples. - Due on 26th March</i> 	Anthony
14	26 Mar	Design Research II Tutorial and discussion of topics, major interests, and research plan submission.	Alice & Anthony

		<p>Presentation of chosen projects:</p> <ul style="list-style-type: none"> Each team will choose and present two from the team members' proposals. The team will then pick one of the proposal and make a short video from that. <p>Assignment 3: Each team will pick one out of the presented proposals and make a 3-minute (non-dialogue) short film expressing that attached statement on what "First Love is..." The film should contain the following:</p> <ul style="list-style-type: none"> That "First Love is..." statement must be shown at the end of the film and stay on screen for 10 seconds. The film must have all the names of the team members as and end credit slate. – due on May 9th 	
15	28 Mar	<p>Basic color as a visual design element An introduction to color as a basic design element Class Venue: LG1 Tutorial Space, Library</p>	Anthony
	2 Apr 4 Apr	No Class – Mid Term Break	
16	9 Apr	<p>Basic lighting in creating value and form as a design element An introduction to the relationship of lighting, form and value in image design</p>	Anthony
17	11 Apr	<p>Basic camera A basic introduction to camera and lenses as creative tools</p>	Anthony
18	16 Apr	<p>Basic concept of time and editing Introduction to the concept of time continuum in film media</p>	Anthony
19	18 Apr	<p>Basic sound design Introduction to sound design</p>	Anthony
20	23 Apr 14:30- 16:20	<p>Technical workshops on Camera/Lighting/Sound Class Venue: LG1 E-learning Classroom A (Mac room), Library</p>	Anthony (Technical Workshop by Mr Ken Yiu)
21	25 Apr	<p>Technical workshops on Editing Class Venue: LG1 E-learning Classroom A (Mac room)</p>	Anthony (Technical Workshop by Mr Ken Yiu)

22	30 Apr	<p>Basic introduction to genre: A basic introduction to film genre.</p> <ul style="list-style-type: none"> • Exploratory assignment A: due May 2nd: Shoot a short and edit-in-camera exercise in which something is being introduced. – due 2nd May 	Anthony
23	2 May	<p>Present “edit-in-camera” shooting exercise:</p> <p>Basic storytelling II: An extension to Basic storytelling I by elaborating on those basic elements of storytelling.</p>	Anthony
24	7 May	<p>A case study: Using preselected film(s) to recap some of the basic design elements from previous lectures.</p> <ul style="list-style-type: none"> • Assignment 4: Write a 500-word reflective report on what you have learned from the film project. - Due 9th May 	Anthony
25	9 May	Final presentation	Alice & Anthony

Assessment of Students’ Performance (Creativity)

Assessment Task	Description	Weighting
Lablog on Creativity Exercises	<p>A lablog is a log book that documents the creativity exercises/ experiments, versatility of thinking, and critical reflections throughout the first component of the course. It should include observations, written notes, analyses, questions, ideas and solutions.</p> <p>The lablog assists the instructor to evaluate how well the students have acquired and applied the creative thinking tools and reflected upon own achievements (or failures) for improvement.</p>	40%
Attendance, Class Participation, and Contribution to Discussions and Critiques	<p>Students are required to play an active role in class by devoting themselves in class exercises, exchanging critical comments and suggesting ideas to improve each other’s work.</p> <p>Active participation is fundamental in practicum courses so that students will gain the first-hand experience of using creative tools and making their own works.</p>	10%

	Attendance will be taken 10 minutes after the beginning of each session.	
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Note: Penalty for late submissions: 10% of mark will be deducted per day, no late submission is allowed after a week of the deadline.

Assessment of Students' Performance (Film)

ASSIGN. NO.	START DATE	DUE DATE	DESCRIPTION OF ASSIGNMENTS THAT LEAD UP TO THE SHORT FILM	WEIGHTING
1	19 Mar	21 Mar	Assignment (individual): Write a 200-word exploratory essay on "First Love is...."	10%
2	21 Mar	26 Mar	Assignment (individual): A proposal for a 3-minute short film based on the statement "First Love is..." The proposal should contain the following: <ul style="list-style-type: none"> • A sentence completing the line: "First Love is...". That sentence should be a summary based on the essay you wrote previously. • A mood board • A music reference. • A mood referencing color bar. • One or two referencing film samples. 	5%
3	26 Mar	9 May	Assignment (group): Each team will pick one out of the presented proposals and make a 3-minute (non-dialogue) short film expressing that attached statement on what "First Love is..." The film should contain the following: <ul style="list-style-type: none"> • That "First Love is..." statement must be shown at the end of the film and stay on screen for 10 seconds. • The film must have all the names of the team members as and end credit slate. 	25%
4	26 Apr	9 May	Assignment (individual): Write a 500-word reflective report on what you have learned from the film project.	10%
ASSIGN. NO.	START DATE	DUE DATE	EXPLORATORY ASSIGNMENTS	WEIGHTING
A	30 Apr	2 May	Shoot a short and edit-in-camera exercise in which something is being introduced. – due 2nd May	No weighting

References

Textbook/Required Learning Materials

1. Fung, A., Lo, A. and Rao, M.N. (2005). *Creative Tools*. Hong Kong: School of Design, The Hong Kong Polytechnic University.
2. *The Visual Story* – Bruce Block (Focal Press)

Recommended/Supplementary Learning Materials

Books

1. Arden, P. (2006). *Whatever You Think, Think the Opposite*. London: Penguin Books Ltd.
2. De Bono, E. (1992). *Serious Creativity*. New York: Harper Business.
3. Oech, R. (1990). *A Whack on the Side of the Head*. New York: Warner Books Inc.
4. Treffinger, D.J., Isaksen, S.G. and Dorval, B.K. (2000). *Creative Problem Solving: An Introduction* (3rd ed.). New Jersey: Prutrock Press Inc.

E-resources

1. Brain Dominance Test: www.ipn.at/ipn.asp?BHX
2. David Kelley: How to Build Your Creative Confidence: www.youtube.com/watch?v=16p9YRFOI-g
3. www.ted.com/topics/creativity
4. Tim Brown: Tales of Creativity and Play: [http://new.ted.com/talks/tim brown on creativity and play](http://new.ted.com/talks/tim%20brown%20on%20creativity%20and%20play)

Films

1. Watch “Pleasantville” on your own for case study class in session 24
2. **(and try to watch as many films as possible)*

ACADEMIC HONOR CODE

- You must observe and uphold the highest standards of academic integrity and honesty in all the work you do throughout your program of study.
- As members of the University community, you have the responsibility to help maintain the academic reputation of HKUST in its academic endeavors.
- Sanctions will be imposed if you are found to have violated the regulations governing academic integrity and honesty.
- Regulations for Student Conduct and Academic Integrity (<http://publish.ust.hk/acadreg/generalreg/index.html>)