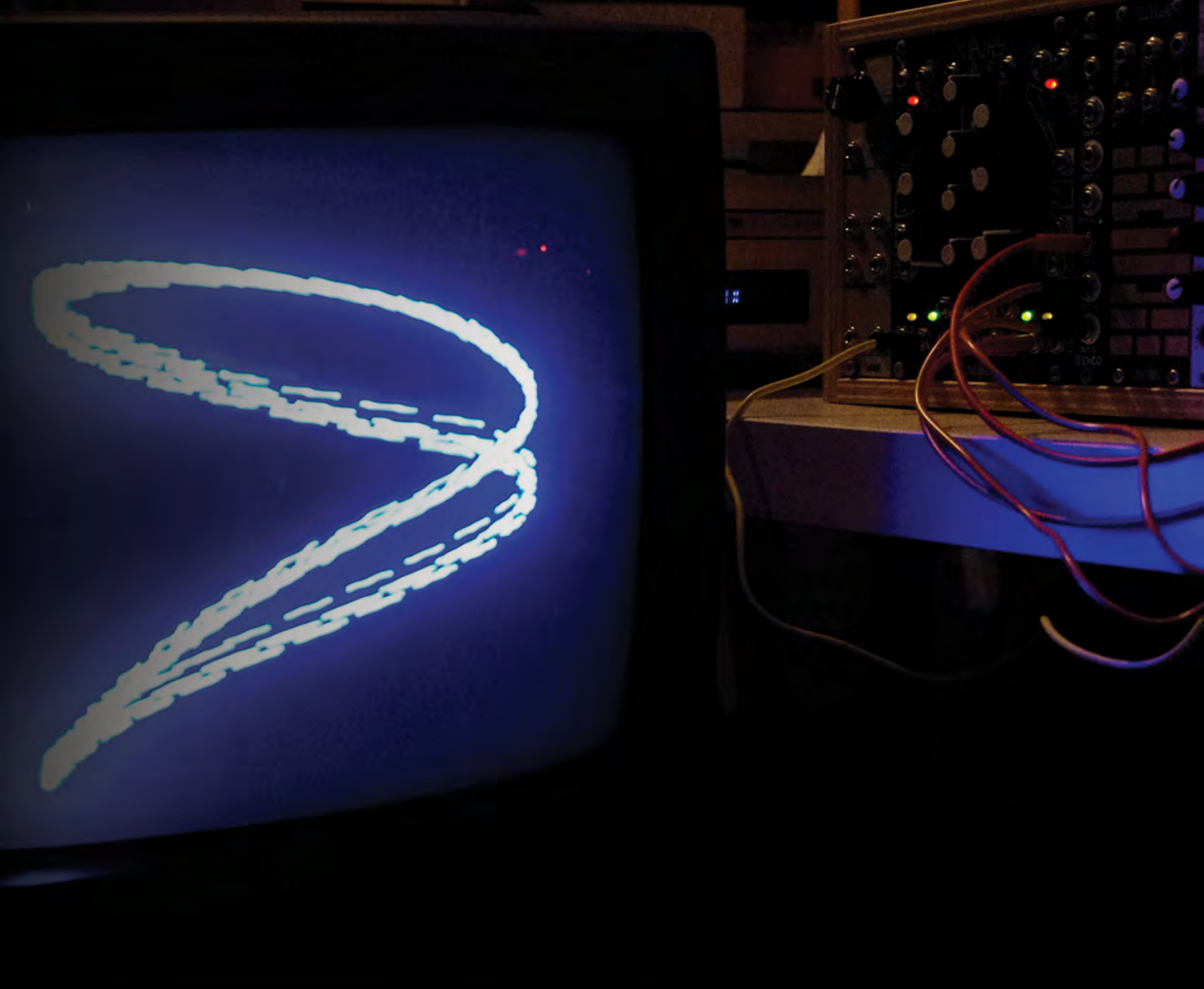


SCM | ACIM RESEARCH

ISSUE 4 (2019)



School of Creative Media

香港城市大學
City University of Hong Kong



Centre for Applied Computing
and Interactive Media

香港城市大學
City University of Hong Kong

Touching the Future Internet

Creating Distributed Media Experiences with
TouchDesigner and Named Data Networking (NDN)

23 September 2019, 10am-4pm
School of Creative Media
City University of Hong Kong



Organized by



School of Creative Media

This workshop is a side event of ACM Information-Centric Networking 2019.

Free admission.

RSVP required @ touchndn.com



Dr. Christian Sandor (Left) and Dr. Alvaro Cassinelli (Right)

DEAN'S NOTES

At this, the end of our 20th anniversary celebration, I am pleased to announce the formation of the SCM Alumni Association, under the leadership of distinguished alumnus Howard Cheng. For many years, the BSc Alumni Association has brilliantly served our graduating students but the establishment of a school-wide association is necessary as we seek to help our students become not just creative media artists but creative media entrepreneurs. Special congratulations, in this context, to alumna Carla Chan (BACM, 2009) (featured in this issue) who received the HKADC Young Artist Award (Media Art). Her creative practice exemplifies what we try to achieve in the School.

SCM faculty also continue to achieve outstanding success in research and creativity. Tamas Waliczky represented his country of birth, Hungary, at the 2019 Venice Biennale, with his wonderful show "Imaginary Cameras." Ip Yuk Yiu received this year's Hong Kong Arts Development Council award for Artist of the Year in Media Art. Maurice Benayoun (together with Tobias Klein) received a large-scale collaborative grant from the EU, centred upon his arts-based research on brain-computer interface, and partially matched by Research Grants Council (RGC) Joint

Research Scheme. Jeffrey Shaw began a major grant funded AR project with the Hong Kong Tourism Board. Also eight of our faculty received research funding from the HK General Research Fund with a school-wide success rate of 42%. Congratulations to all of them!

SCM continues to grow as a centre of research excellence with new recruits. Joining us this year are Dr. Elena Sherstoboeva, Dr. Alvaro Cassinelli, Dr. Christian Sandor, Dr. Mike Wong, and Dr. Yuk Hui. A Russian media entertainment law researcher and legal practitioner, Sherstoboeva is a joint appointment with the School of Law. Cassinelli, a polymath researcher and inventor from Uruguay, will team up with German-born computer scientist, Sandor, to form the Extended Reality lab at SCM which will specialize in AR, VR and Mixed Reality research. Wong was a winner of the Golden Horse Award in Best Visual Effects in 1998 and he will re-join the School as Associate Professor specializing in Computer Animation. In the Spring, the ground-breaking philosopher of technology Yuk Hui will join SCM having just completed his Habilitation at Leuphana University, Germany. We also welcome Visiting Assistant Professor, photographer, Dr. Elke Reinhuber.

SCM | ACIM RESEARCH ISSUE 4 (2019)

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Dr. Kow Yong Ming (Left) and Mr. Yim Chun Pang (Right)



Dr. Olli Tapio Leino, Conference Chair of Chinese DiGRA Conference 2018 and Associate Professor of SCM



Phantom . Crown . Detective
A party game designed by Dai Roxanne Lok-Sze (BAS Student) and Percy Chan



A focus group that identifies the user experiences of using Pocket Penjing, a gamified augmented reality app developed at the SCM

THE GAME LAB AT SCM

The Game Lab at SCM is a place that brings together students and faculty for creative synergies in gaming. The team consisting of Ip Yuk Yiu (Associate Professor), Dr. Olli Tapio Leino (Associate Professor), Dr. Kow Yong Ming (Assistant Professor), and Yim Chun Pang (Senior Teaching Fellow) worked together with the SCM Game Society to put together this space, which serves a whole range of activities from research to game jams. Students played a pivotal role in assembling the machines and installing usability tools. Students volunteered their time to lay out cables and “hacked” the lab to accommodate a wide-range of activities. The Special Interest Group and the Game society are the main users of the game lab.

As a research space, the Game Lab has hosted a range of research activities. The team that founded the lab organised “The Future of eSports in Hong Kong” research project commissioned through competitive open call by Cyberport Management Ltd., a multi-method project involving focus groups, interviews, and textual research, resulting in a report and set of recommendations. This report formed the basis of Cyberport’s recommendations to the government.

Olli Tapio Leino engages the lab for his two GRF projects on game analysis and player research. Yong Ming uses the lab for his research on Esports, and Games replay: “For research, not only was I able to kick off my current project on Hong Kong youth and esports with ease, we now have a voluntary working group consisting both undergraduate and PhD students organizing game play and discussions on a weekly basis, and we inaugurated 10-person League of Legends team of the SCM,” says Kow Yong Ming. “The best gardeners competition” through the Pocket Penjing App, was held in the months of Jan-Feb 2019. “We also use the space for play testing and this is important for work in this field,” says Yim Chun Pang. PhD students also use the lab for their research.

The Game Lab provides a space for teaching activities. “We don’t really conduct lectures here but we bring students in for workshops,” says Dr. Kow. Students use the lab for their own projects and assignments. Recently, undergraduate students used our equipment to record how people interact with the user-interphase design and to analyse the videos for their class projects. “The lab really helps us teachers because when we gave students an assignment on gaming, it was only the students who had computers at home who could play the game.

But now everyone has a place to do so. The games are also in the lab so its an invaluable resource. We can just tell them to go to the lab and play the game and then do their assignment. As teachers, it gives us more freedom to give the students more creative and practical assignments,” says Dr. Leino.

There have also been many industry events and outreach events organised in the Game Lab. Boardgame playtesting sessions were hosted at the lab by a company set up by a SCM alumnus in November 2018. In January 2019, Sandbox VR held a demo session at the lab. SCM alumni games day at the lab provided a forum for students to meet alumni. “It’s a great way for alumni to come together. It’s good for students to make connections. We have students who are working in companies, and students who are now working in the local game industry and they invite students to their game labs to try the latest VR games etc.” says Pang Yim.

The team has organized many lectures and workshops in this space. In December 2018, there was a guest lecture by e-sports scholar Velimatti Karhulahti from Yonsei University, S. Korea / University of Turku, Finland. The lab also organised the Chinese DiGRA Conference at CityU Shenzhen Research

Institute in August 2018, featuring also a Doctoral Consortium session. PhD students arranged their own “close-playing seminars” to get together to talk about their chosen game. They started with Legend of Zelda in October 2018. In April 2019, “Current Perspectives in Game Studies Symposium April 2019,” a 4-day game analysis workshop was held at Game Lab, with collaborators from Nottingham University Ningbo, Beijing Normal University, and IT University of Copenhagen Center for Computer Games Research.

The Game Lab is bringing together people with common interests in games be it students or faculty. It is a space for locals to mingle with those who are not from HK and many students have expressed the value of this. Rules around the lab have been flexible and focused on trust which has been very important for community building. Faculty and students have been running their own parallel activities with little conflict. The SCM Game Society grew from 20 to 100 members after they organised game night every Tuesday at the Game Lab. SCM students successfully participated in the Global Game Jam 2019 activity and won many prizes. We look forward to the lab in the future as a crucible for nurturing the next generation of game designers.

CHRISTIAN WAGNER: A SOCIAL MEDIA ENGINEER WHO LEFT THE BUSINESS SCHOOL FOR SCM



Prof. Christian Wagner, Chair Professor of SCM

When the former SCM Dean, Prof. Jeffrey Shaw, asked him in 2011 to join the School of Creative Media, Chris didn't have to think long. He had been on the School's Staffing Committee for years, had enjoyed the interaction with the creative faculty of SCM. Jeffrey's offer was loaded, however, with the stipulation to become Associate Dean. It seemed exciting, but also a ton of work. There was another offer on the table, to join the Provost Office as Associate Provost for Quality Assurance. Why not take both? The next two years were a pretty high-paced time, helping Jeffrey to re-think and grow the School of Creative Media, while also looking after quality enhancement for the university, and keeping his own research going.

But why would a Business School Professor actually want to join the School of Creative Media, and why would this be a good fit? The fit was actually quite natural. Chris had already specialized in the development and study of creativity support, collective intelligence, wikis and weblogs, and the use of computer games for learning and knowledge transfer. He explored some of the same topics as many other SCM faculty, just through the lens of social science. And, having previously served as Associate Dean in the College of Business, Chris also knew the administrative responsibilities he was facing. Plus he enjoyed the change and the vibrancy of the school.

Despite Chris' roles in administration, research has remained an important focus. He is the author and co-author of over 130 articles, with over 60 in refereed journals and several best papers, and he was ranked four times among scholars with highest h-index in the MIS field. Nevertheless, he reminds himself and his students that neither publications nor citations count as much as solving difficult and perplexing problems. The central focus of Wagner's research is to understand the intricacies of games. He studies games from the perspectives of user experience, immersion and the impact it has on enjoyment and performance. "I have done game research for a long time. I started when games were very primitive. They were more narrative based then," he says. Wagner looks at what creates short-

term and long-term interest in gamers. He believes that immersion is an important component because it creates realism for the gamer. However, he notes, "If we look at Pokémon Go, it died quickly even with the immersion effect. So what is the role of immersion in all of this - are there possibly different forms of immersion with more or less longevity?"

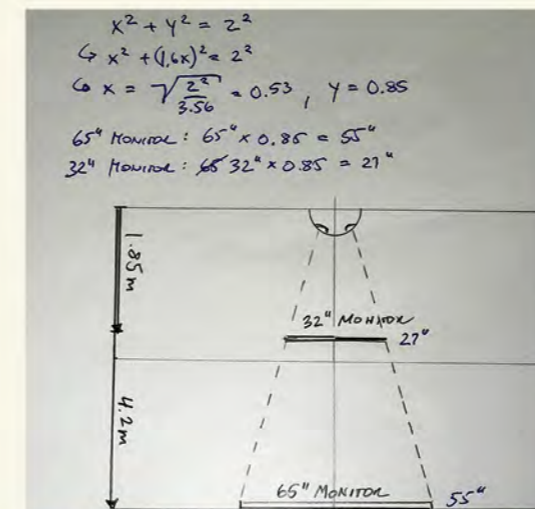
His research contributes to making games better and helps to make people better learners through games: "We have found that games can cultivate altruism in people. This was very interesting. We also looked at big vs. small screen and how this affects gaming." He has also examined how people make decisions and how AI affects their decision-making procedure. "Can computers make people more creative? And can computers be creative on their own?" These are among the important questions that he explores in his research. He recently successfully completed a project called "Improving the Performance of Collectives in Joint Problem Solving" which was funded by a GRF.

Chris has won teaching awards both at CityU and the University of Toronto's Rotman School and he has always enjoyed the experience of teaching and sought opportunities to improve his craft. However, now, with few chances to teach, he focuses on developing new teaching methods and helping others cultivate teaching excellence. Chris is the Coordinator of the Collaborative Learning through Immersion Project (CLIP) at CityU and every year he oversees CityU's Teaching Excellence Award exercise, and then works with local winners to prepare them for the UGC Teaching Awards competition.

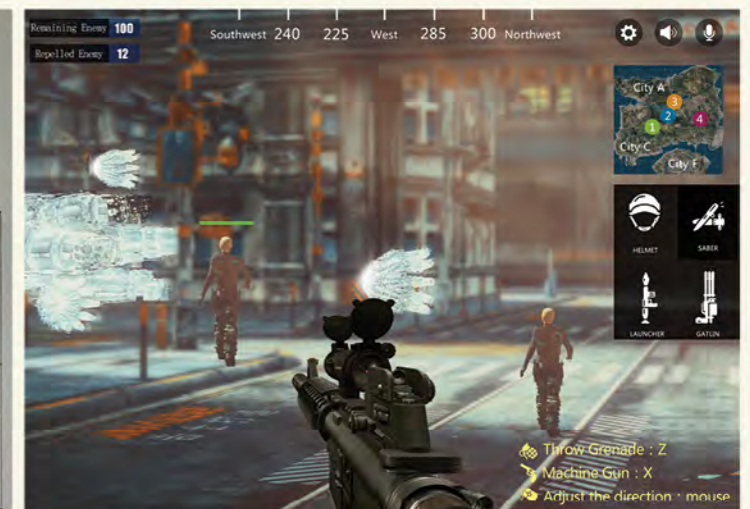
How does Chris see the future of social media? He says, "To answer this question, we must 'follow the money' and the money derives from connecting more people, connecting them more closely, and connecting more and more aspects of their lives. Eventually we should also expect that social media will increasingly represent the social hierarchies of our physical lives. Whereas social media today are, by design, quite egalitarian, this may change."



Lili Liu test-driving the simulator



Calculating viewing distances to maintain viewing a constant angle with different monitor sizes



The research compares how imagery can create different immersive effects — here strategic immersion

HONG KONG HABITUS: KIMBURLEY CHOI

Kimburley Choi is a media scholar and sociologist who began teaching at SCM in 1999 as a teaching instructor, earned her PhD in 2007, and is now an Associate Professor. In 2005, she was selected by the Humanities Research Centre at the Australian National University as a visiting fellow for early career research and she is the recipient of four GRF's to support her scholarship. Choi's research interests are wide-ranging and lie at the creative intersection of sociology, anthropology, and media studies. They center on the examination of the everyday urban lives of Hong Kongers and class reproduction, as well as Hong Kong media representation and culture.

In the last few years, four major research initiatives have materialised out of Dr. Choi's work on Hong Kong home culture. The first is an ethnographic research project about how Hong Kong parents spend their leisure time with their children called "Early childhood, Parenting, Play and Consumer Culture in Hong Kong Society." In order to understand how parents spend their leisure time with children, Choi "went to homes to observe children playing and also gathered information from parents through videos on their phones of their children playing." She continues, "I found that parents from different backgrounds spend leisure time differently with children. A middle-class boy likes to play with toys such as Lego, but working-class peoples' children are less confident, the way they play is less flexible, and so the way they develop is also different."

Her second project involves empirical research about Hong Kong homes and how families inhabit domestic spaces. Dr. Choi researched houses in Tai Hang while she was living there and has found that it is very different from other places that she has lived in: "I looked at the Chinese style old buildings, went in to these homes and took photographs. These were compiled into a website. The website has all the details about the family and you can visit the home virtually." A reviewer of this project commented that, "This project is superb. The PI has accomplished more than originally promised, including both the research and publications... The publications are important but the website is very creative. A project that was definitely worth funding!" The website, Making Home: Tai Hang, (<http://taihang.scm.cityu.edu.hk/#tc>) has been permanently featured in IDFA DocLab Online Database.

Choi's third research project examines Hong Kong's private housing newspaper advertisements between 1961 and 2011, and analyses changing representations of ideal homes. She finds that the marketing of housing in Hong Kong has transformed from the conception of housing as living space to the representation of housing as investment and financial speculation. She also finds that Hong Kong private housing changes from clear market segmentation to a progressive emphasis on exclusivity where advertisers and developers actively collaborate in the cultivation of luxury. Housing advertisements do not just reflect but actively help to constitute the tensions of late capitalism, where the

proliferation of signs for consumption coexists with the actual spatial and socio-economic inequalities in Hong Kong.

Choi's fourth research project explores the experiences and identities of a particular generation of Hong Kong women, who were born between 1940 and 1960. It is called "Recycling working daughters? Hong Kong older women's divergent lives and subjectivities." This generation of women had been working daughters and household financial pillars in the 1960s and 1970s. After marriage, their role as unwaged "homemakers" became integral to their identities, though some subtly resist their domestic roles, and the caregiver role persists even when they enter late adulthood. When the focus in Hong Kong's economy shifted from a manufacturing economy to a financial and service economy in the 1990s, these women faced underemployment and unemployment. More recently they have been forced to retire. This research explores the different ways that women have coped with the changes in their social circumstances. As these women reflect upon their life experiences and their present everyday practices, they reveal fluid and complex subjectivities.

Kim is the author of numerous articles in journals such as *Qualitative Research*, *Journal of Consumer Culture*, *Cultural Studies Review*, *Ethnography*, *Urban Studies*, *Journal of Gender Studies*, *Childhood*, *Social Semiotics*, and several book chapters. She is also the editor of the book *World Film Locations: Hong Kong* (2013). She is also

a Professional Adjudicator of the Hong Kong Film Awards and an Examiner of Hong Kong Arts Development Council. At SCM, she teaches Visual, Ethnography and Film and Media Studies, and for some years led the taught master's programs.



Dr. Kimburley Choi, Associate Professor of SCM



"So chubby and cute~!"

Building Type
High-rise

Year Build
1993

Monthly Income
> 100,000 HKD

Year(s) of Living
6

Teddy and Peggy

Husband and Wife

○ ○ ○ ○ ○

You found 0 / 5 Objects!

⌂ Main Menu

CARLA CHAN'S VIRTUAL TOPOGRAPHIES



Black Moves
Video, size various, 3 min, 2019



When we are disappearing in digital AR installation, size various, 2018

Carla Chan (BACM graduate) is making a name for herself both in the Hong Kong art world and beyond. This year she won the prestigious Hong Kong Arts Development Council Young Artist Award in Media Arts. "It was a huge surprise. I was nominated by the Director of Video Touch: Isaac Leung. I was so happy and honoured to receive this award. I am only 29 and for this age it is a great achievement," she says reflecting on how she won the award.

Like many contemporary media artists, Chan is at home in a variety of media including video, installation, photography and interactive art. Much like the never-ending development of new technologies with which to create, Chan considers media art as a practice with infinite possibilities for artistic expression. Minimal in style and form, Chan creates "virtual environments" that blur the boundaries between reality and illusion, figure and abstraction, and what is natural and man-made. In a work like *Black Moves* (2015), the computationally orchestrated movements governed by unpredictable computer algorithms mime the cycles of nature to create a technological sublime.

In her artistic practice, Chan often reflects on her personal relationship with nature. The artist, who has long suffered from entomophobia (fear of insects) and a general fear of solitude in nature, was shaped by her youth in the crowded, urbanized traffic hub of Hong Kong. To compensate for this irrational anxiety, Chan processes her uneasiness toward natural forces through digital and analog works. Her work reflects upon on both extremes of her experience with the particularities of Hong Kong life: the intrinsic beauty of untouched topographies and the process of erosion of landscapes; and the highly artificial, idealized forms made by mankind. Her recent work is specifically informed by and invokes the unease created by human contamination of nature.



Carla has won many other awards for her work including the Silver Award (Interactive Media) at The 24 ifva Incubator for Film and Visual media in Asia; the Toy Berlin Masters Award (Burger Collection) 2017; the Best Visual-Aural Interaction Award, MADATAC 08; and the Sponsorship prize (Förderpreis) at the 20th CYNETART International competition. Her solo exhibition 'Faded Black' at Singapore Art Week - Arndt Art Agency in 2019 was a great success. In 2018, she had two solo exhibitions, one in Germany—To Another side of the Moon' at Lobe Block, Berlin—and the other in Hong Kong—'Breathing the Unpredictable' at the Goethe-Institut.

In 2019 alone, she has participated in many Exhibitions and events. Asia Digital Art Exhibition (ADAE) in Beijing; Relentless Melt No.11(ITFS); Stuttgart Festival of Animated Film; Digital Arts Lab - Retune, Hub.Berlin; Artificial Landscape, Videotage, Hong Kong; Yellow Reflection, Galerie Liusa Wang, Paris; On the Road 2017: Young Media Artists in China, Sichuan Fine Arts Institut Museum, Chungking; and Taipei Dangdai Art fair - Galerie Ora-Ora, Taipei Nanggang Exhibition Center. In June 2019, she exhibited her latest work, which is an 26 x 26 x 10 metre immersive installation, in Berlin. Her work stands next to many well-known artists in the field and she has received lots of positive feedback.

Black Moves
Immersive installation, 26m x 26m x 10m, 7:45min, 2019



THE NEW DIRECTOR OF ADMINISTRATION ARRIVES: PORTIA CHEUNG

Portia Cheung holds an undergraduate degree in Economics and Management from The University of Hong Kong and an MSc in Information Systems from The Hong Kong Polytechnic University with distinction. For many years she worked in the Academics Regulations and Records Office before joining SCM in July 2018 as the Director of Administration.

She explains, "I was one of the eight staff chosen for job rotation and this came as a surprise to me as I had been working over 20 years in the central office. I was replacing the founding school secretary and I was nervous. Furthermore, I was only given a couple of weeks to move into this new role. But I love the challenge and most of all my team is great."

Portia sees herself as part of a team and this has helped her succeed: "I have always been a team player. As an unusually tall Chinese I played volleyball and I was the Captain of the volleyball team at HKU as a student. So I am good at managing teams and without my team I could not have done much here at SCM." Her pride in her colleagues is evident, "They are very supportive and very professional. Despite the current decentralising of administrative functions, they have been able to maintain a high level of services and support for students and faculty."

In the new environment of SCM Cheung is exposed to a wide spectrum of job activities from research to faculty recruitment, student activities and exhibitions. Above all, SCM is exciting because it is "always full of new initiatives" she says. "Most of the projects are so innovative that sometimes no one knows how to handle it. This is very interesting as I get to be creative and not follow the same format for everything." She is looking forward to the coming year and the new challenges it will bring.



Colleagues of SCM General Office



THE PHOTOGRAPHER'S EYE: ELKE REINHUBER

This semester we welcome Elke Reinhuber who joins SCM as a Visiting Assistant Professor. She has been working as an Assistant Professor at the School of Art, Design and Media, Nanyang Technological University, Singapore since July 2014.

Reinhuber received professional training as an industrial photographer and studied at the Berlin University of the Arts (UDK); as well as in Chelsea College, London; Accademia di Belle Arti, Bologna; and Sydney College of the Arts. Then she started teaching at the Braunschweig University of the Arts (HBK) and established the Department for Media Design at the German University in Cairo (GUC). She received her Doctorate at Sydney's College of Fine Art (UNSW).

Born in the same valley as the famous Zeiss lens factory in Southern Germany, Reinhuber has explored a wide range of analogue and digital cameras over the years in her work. Fascinated but also scared by the omnipresent camera lenses which are pointing at each and everyone nowadays, she is interested in developing new strategies of visualization such as stereoscopic imaging, panorama photography, thermal imaging and also the authorless images captured by machines.

In "Decidophobia" she explored the transfer from two dimensional photography into the immersive environments of ZKM Karlsruhe and UNSW Sydney. "Face Value" combines Macro-Photography with AR and was exhibited during ISEA at SCM in 2016. Her award-winning project "Venomenon" is a stereoscopic video installation which was widely exhibited. Her most recent work is the 360 film 'Secret Detours,' which serves as an attempt to visualise the transience of the Yunnan garden at NTU with her collaborators and provided a foundation for the 3D recreation in Virtual Reality of the same garden.

Reinhuber says, "I'm very excited to join SCM and look forward to teaching the module 'Expanded Photography.' The course starts with focusing on photography and then looking at other possibilities of how photography can be expanded into diverse areas. We will explore what lies beyond our visual spectrum in an artistic context." She is also planning to do an independent project during her time in Hong Kong.



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Tomy Choi (Left) and Howard Cheng (Right)

SCM ALUMNI ASSOCIATION

SCM is proud to announce the setting up of a New SCM Alumni Association that will collaborate with the existing BSc Alumni Association and support the interests of SCM students and alumni in the coming years.

A group of Creative Media students are currently fundraising to set up an association. The fundraising campaign started on 1st May 2019 and will end on 30th September 2019. They hope to raise HK\$80,000 by the end of this period. This fundraising campaign will cover the registration fee and other administration costs of setting up the SCM-AA, and the operation fees of running the association in the initial years. All donors, who donate above HK\$500 will enjoy a one-year free membership of SCM-AA once it is formed. Donations can be made on www.scm-aa.com. The website itself is funded by Choi Chi Chung Tomy, a student from the 2007 BACM Cohort.

From networking to charity, to inviting fellow remarkable alumni to share their experience in the creative industry, to gathering for socializing, the Alumni Association hopes to harness the creative forces of alumni to give back something meaningful to the school and help cultivate future generations of creative media professionals.

Led by the Chairperson Cheng Chi Lai Howard (BACM, 2009), the provisional committee consists of Vice President, Liao

Luyang Leon (BScCM, 2016); Secretaries, Leung On Kee Angel (BACM, 2009) and Lee Chui Chun Rubie (BACM, 2009); Members, Choi Chi Chung Tomy (BACM, 2007), Chen King Yuen Joseph (BACM, 2016), Wong Rain Ho Yan (BACM, 2011) and Lam Pui Wai Raymond (BACM, 2009). Once the association is registered, a new committee will be elected.

"Many students start up their own companies and the Alumni can be really resourceful. I own a few companies, and one is a design company and I am constantly looking for talent and there's no channel to reach out to people from the school. Therefore, I feel that the association will be very helpful to both entrepreneurs and new graduates," says Cheng.

The provisional committee of SCM-AA has discussed with the Chairman of BScCM alumni association the goal of close collaboration and meaningful integration of activities. The SCM-AA will embrace all students from SCM. They hope to have the organization up and running by February 2020. "Everyone in the committee are doing full time jobs and are very busy but they try very hard to reach out to others from their batches," says Howard.

SCM congratulates all the students who are involved in this endeavour and wishes the new alumni association every success in the future.



Artwork of the Experimental Photography

SCM'S INNOVATIVE BAS CURRICULUM

The Bachelor of Arts and Science in New Media is the youngest programme among the three programmes in the School of Creative Media and the very first undergraduate programme in both Arts and Science in Hong Kong. The curriculum design is based on a series of five interlocking principles: genuine interdisciplinarity between art and science; public participation in science where the subject matter of science is open to a broader population; learning by doing in which students make artworks that incorporate and reflect upon scientific ideas; collaborative learning; and the creation of genuinely new media that expand the boundaries of traditional creativity.



iFerrum - Kinetic Ferrofluid Installation by Ho Ying Tung Joming (BAS Graduate 2015)

The programme was the brain child of Dr. Hector Rodriguez who believes that, "more and more of our world is organized around technologies, for instance algorithms, that ordinary people do not understand." He argues that "the aim of the BAS major is to encourage students to appropriate these technologies by learning some aspects of their internal operation and experimenting with them in the process of making art."

While the focus of the program is to train students to become Media Artists rather than scientists or technologists, science and technology forms a critical part of student training: "We try to foster a new way of artistic thinking by not only using pre-existing tools but to train students to create their own tools and systems drawing on the concepts of science and technology" says Dr. Miu Ling Lam who is the programme leader for the BAS. "Although students may be very creative, mathematical problems can be a big hurdle for them. As a result, many give up. In my teaching I aim to engage students in meaningful learning experiences which inspire, motivate and challenge them to persevere and achieve what they never believed was possible."

The programme caters to the global creative industry requirements, where professionals have to work across disciplines, engaging in practical collaboration with scientists, drawing on concepts and methods from the sciences in their creative projects, and communicating scientific ideas to the general public. This kind of professional training allows

students to incorporate an understanding of scientific theory and process in the creation of new media art.

The curriculum consists of practical studio or project-based work and assessments. The courses combine fundamental principles of digital creation with scientific inquiry, technological innovation, social responsibility, and a palette of media and research skills. The Art and Science Studio is the main backbone of the curriculum. Of the six studio courses, students have to opt for at least three of them in their second and third years of study. "We have courses such as Material Science and Fabrication, Imaging Science, Generative Coding, Mathematics and Robotics, and special topics such as Sonic Art" explains Dr. Lam.

Many SCM faculty participate in teaching the BAS including Daniel Howe, Deputy Programme Leader, in creative coding; Scott Hessels and Tobias Klein on Digital Fabrication; Ayoung Suh in Understanding Data, and Tomas Laurenzo in Perception and Cognition. Special topics are taught by creative media professionals who come to the School as Visiting Faculty or artist-in-residence, such as Professor Ken Ueno from Berkeley. Other courses are taught in collaboration with faculty from science departments at CityU including Prof. Felipe Culker (Mathematics), Dr. Antonio Zapien

(Materials Science), and Dr. Yun Wah Lam (Biology). During the course, semester-long exchange study opportunities are offered worldwide with over 160 partner institutions. Students are also encouraged to join month-long overseas summer study programmes run by SCM at Goldsmith's College, London in Creative Computing, at Edinburgh Napier in English enhancement, and an animation program in Japan. Optional internship programmes are also in place for students who want to gain professional experience before they graduate.

The capstone course of the curriculum is The Artist in the Lab. This is a non-time tabled independent study project which is supervised by a faculty member of the student's choice. At the end of the course, students have to plan and realize an art-based research project that may be further developed in their Graduation Thesis and results in a work that is displayed in the SCM Annual Show. Dr. Lam reports that "students claim that this programme has changed the way they think and helps them to use unconventional ways of making media. They are happy that they are not just studying science as a subject but learning to apply it to their work."

ON THE COVER:

CRTXY – An experimental audio-visual installation by Kung Siu Yam Sky (BAS Year 4 student)

Dr. Lam Miu Ling, Associate Professor of SCM and Major Leader of BAS New Media





The Central Building of Leuphana University

LEUPHANA JOINT DEGREE PROGRAMME

The School of Creative Media partners with over 160 other universities worldwide. In this way, students get the opportunity to learn in other countries and to benefit from the distinctive expertise which these universities provide. Among these partnerships, the Leuphana joint degree programme stands out because it allows students to earn a degree from both CityU and Leuphana.

The Joint Degree Programme in Creative Media and Digital Media offered by the School of Creative Media and Leuphana University of Lüneburg, Germany, focuses on creative industries and digital media theory. The programme is available for SCM students in BACM and BAS majors. Students study for four semesters at SCM and four semesters at Leuphana University's BA in Digital Media programme, complete 50% of the graduation requirement of both programmes, and get two degrees – one from Hong Kong, another from Germany. All Joint Degree courses and many of the Minor courses at Leuphana University are taught in English.

Leuphana University is a dynamic small university achieving academic excellence through a diverse research portfolio in Creative and Digital Media and a strong commitment in innovative undergraduate education, both evidenced by the record-breaking amount of EU funding received. Leuphana's BA programme and SCM's BACM & BAS programmes together make a very good match in terms of their academic content. This programme also allows students to have an inter-cultural understanding of creative media and digital media in Asia and Europe. The programme offers insights on the creative industries field in both Germany and the broader European Union context.

Living and studying in Germany gives students an excellent opportunity for professional networking through participation in internships, new media art festivals, and other cultural events. International students can work a total of 120 full or 240 half days per year. After graduating, students may extend their residence permits in Germany for up to 18 months for the purpose of looking for employment, subject to prevailing



Shama Ng (right, BACM student) and his friend exploring Lüneburg

German regulations. Students can choose to take German language courses at Leuphana and practice the language in daily life. Together these combine into excellent career prospects for global creative media professionals.

Leuphana is located in a peaceful town of Lüneburg, about 25 minutes ride in a local train commute from Hamburg, which is Germany's second largest city, and 2 hours train journey from Berlin. Lüneburg has a lot of cultural heritage, an idyllic medieval town centre with iconic historical buildings and a rich cultural life with lots of student activities.

Students who wish to participate in this programme are chosen according to several criteria. CGPA in the first year, completion of courses in the admission requirements, and a letter of motivation are some of them. Students who wish to be selected to the joint degree programme should also be at the end of Semester A of their second year. Leuphana University arranges accommodation in apartments either on or off campus, or with host families. Students do not have to

pay extra fees in addition to CityU's tuition fee, but they are responsible for their travel and living expenses.

Shama Ng who was a student of the joint degree programme said, "SCM was a good experience for me. I came into university with the sole intention of making films, but in the first year there was art theory and critical theory. It intimidated and confused me, which is normal I think, and it wasn't until later that I realized it succeeded in broadening my horizons. I enjoyed the practical filmmaking aspects of the school - the film production courses, the professional-grade equipment. Germany was great as well, but in different ways. It didn't offer the same practical experience that SCM could; the courses were much more theory-based and geared toward computing. But it was a much-needed change of pace from Hong Kong. I suddenly had space for myself, which was not only luxurious compared to living in Hong Kong, but also critical in developing into my own independent person. I enjoyed some of the most creative years of my life because of that."

Professor Way Kuo

President, City University of Hong Kong
香港城市大學校長 郭位教授

Professor Alberto Rocca

Director, Pinacoteca Ambrosiana
昂布羅修藝術博物館總監 Alberto Rocca教授

Mr. Clemente Contestabile

Consul General of Italy in Hong Kong
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