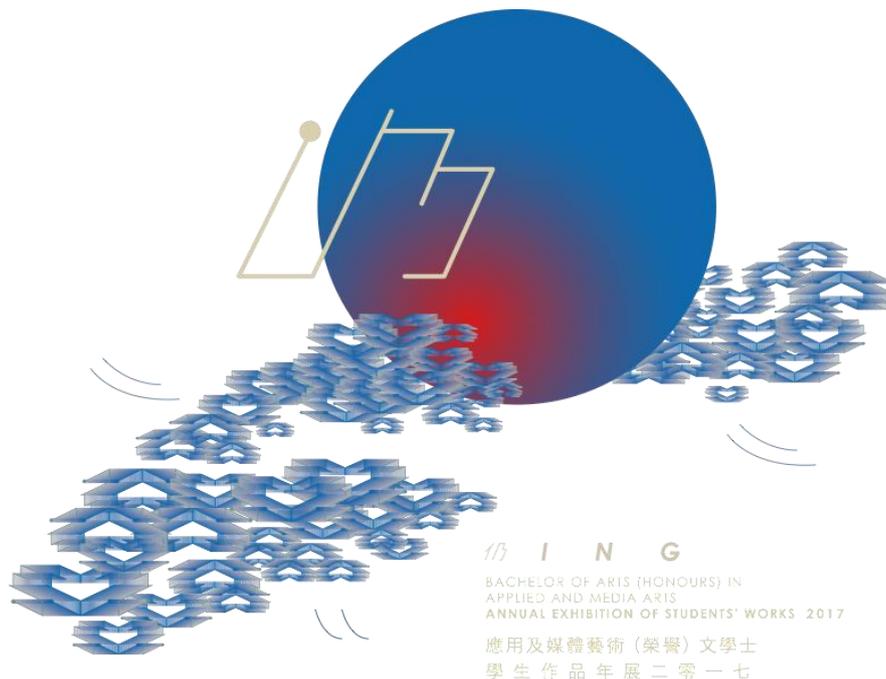


To: Local Education / Arts & Culture / Feature Editors

**“ING”**  
**Bachelor of Arts (Honours) in Applied and Media Arts**  
**Annual Exhibition of Students’ Works 2017**  
**30 July - 13 August @ 4-5/F, Pao Galleries, Hong Kong Arts Centre**



**28 July 2017 | Hong Kong** - Co-presented by The Hong Kong Polytechnic University, School of Professional Education and Executive Development & Hong Kong Art School, the Bachelor of Arts (Honours) in Applied and Media Arts Annual Exhibition of Students’ Works 2017 will be held at the Pao Galleries, Hong Kong Arts Centre from 30 July to 13 August this year.

Entitled “ING”, the annual exhibition of the Bachelor of Arts (Honours) in Applied and Media Arts programme showcases design projects of around 20 graduating students with diverse topics ranging from self-reflection to social issues, which are significant in arousing the awareness of the public on problems or forgotten cultural values in Hong Kong. Through different creative design projects in the form of graphic design, game design, environmental design, product design, media art, brand image design and application design etc., the graduating students have brought new possibilities with fun in solving or facing the boring and unconcerned social issues, aiming to inspire audiences with a new perspective on viewing those issues via their creative voices.

**Exhibition details:**

**“ING”**

**Bachelor of Arts (Honours) in Applied and Media Arts  
Annual Exhibition of Students' Works 2017**

**Exhibition Period:** 30 July - 13 August 2017

**Opening Hours:** 10:00 am - 8:00 pm (Daily)

**Venue:** 4-5/F, Pao Galleries, Hong Kong Arts Centre, 2 Harbour Rd, Wan Chai, HK

**Opening Ceremony:** 29 July (Saturday),  
3:00 pm - 5:00 pm (Guest Reception starts from 2:30 pm)

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**Highlighted artworks:**

***Fight against master in 21 days* — Game & Experience design**

**Lee Kwan Yee**

**Artist Statement**

My design is in half-game half-story format that enables students to use an interesting way to train their self-control muscle. At the beginning, the game will not specifically tell the user that this is a practical tutorial, but will tell the truth until the end.

There will be three stages in the game-oriented training; they are early, middle and late stages. Middle stage will be the main part of the training. In the early stage, a psychological test will be given to verify if the users fits the trainings. The psychological test was developed by the American Psychological Institute and I have transformed the psychological test into an interesting physical test. In addition, there will be a guidebook to check if the user is suitable to use the tutorial or not.

***Family Mascot* — Mascot Design**

**Lee Tsz Him, Odo**

**Artist Statement**

The project aims to create collective memories for families. Through the design deliverable, parents can generate intangible family values for their children by creating a family mascot with unique personalities and background stories. Through my design, it can prevent miscommunications and enhance the cohesiveness among the family. Family members can get more chances to communicate. A storybook about the mascot is also made to teach the children about intangible family values. The book is about the personalities, interests and actions of the mascot. Moreover, a folding book is also created together among the family as a group activity for making a commemorative gift.

***Insignificant scenery* — Mixed media**

**Leung Yat Hei, Leanne**

**Artist Statement**

The name refers to "tiny, endlessly long" and insignificant experience. Pronunciation of "渺" is the same as "seconds" in Cantonese. I use seconds as the unit to represent how fast the scenery we missed. Through capturing sounds, I found those sound files remind me interesting but trifling stuffs during the day that we won't discover usually. Real life and virtual community keep us busy at every moment. My objective is to bring a fresh insight to cure audiences and to find out the ignored resonance. By recording sounds and cityscapes, it's a chance for me to slow down and understand the city more.

The first video called "Allegro", which is inspired from the speed of music, performed fast but delighted and relaxing. I wonder whether we can live in that pace, meanwhile, we focus on the surrounding sounds. In the video, CD and gramophone are used as metaphor. I wonder what I will collect if using CD to record daily happenings.

The second video "Adagio" means playing music softly and relaxedly. I try to look into the city from other perspectives, such as above eye-level and walk deep going. Imaginary effect is added to create the feeling of leisure. Other materials like installations and books are able to make the scenes more solid and explain the progress in details.

***Want To Focus* — Publication design**

**Tong Tsz Ki, Suki**

**Artist Statement**

The collection of postcard books aims to help people, especially designers and design students, improve their capabilities to focus.

Nowadays, there are many temptations that easily attract away the focus of people in the distraction age. These distractions lead people to spend less time on their actual work. Some online activities also seem to become an addiction to people.

Therefore, people need to guard against those distractions. There are many psychological resources to help people train their focus. However, those resources are only words, which makes people difficult to follow the advice. Thus, the collection of postcard books has been designed to aid people enhancing their attention with simple graphics.

The tasks, which are "repeated" and uses "step by step" approach, are dispersed as weekly exercises on the main rules by psychologists. In addition, the graphics are directive to help people follow the graphics and complete the exercises.

***M:ss:ng* — Calendar Design**

**Chong Hau Wo, Can**

**Artist Statement**

This project focuses on raising the public awareness for parents care in earlier stage, which can provide

more time for preparation on the role changing from taking care by parents to taking care of them when they grow old. Hopefully it can reduce regrets between parents and children before the end of the parents' life.

Therefore, storytelling is used to bold up the pain point of parents care: Since parents' life is limited, it is necessary to take care of parents before they pass away. Awareness on parents care in earlier stage is important.

According to the research and survey results, audiences are willing to take care of parents when they know the end of the parent's life. The research also found out Iceberg theory can being better communications between parents and children. Keep the story shorts since audience have busy lifestyle. Also, audience are sensitive on parents care issue, therefore, we use soft and indirect ways to present the story.

Finally, this project uses a calendar as a media for storytelling. Emphasizing date/ time is important for parents care. The story starting from Apa and Ama protect protagonist as usual...

***DogsDB-Your Buddies Searcher — Advertising Design***  
**Mak Wing Yan, Hazel**

**Artist Statement**

DogsDB is an organization that cooperates with shelters to provide specific training for stray dogs and helps them get a job with their personalities and talents.

In order to promote DogsDB to its target audience, DogsDB launched an advertising campaign with the concept of "Dogs are human' buddies" which will help stray dogs transform into different types of human's buddies by making use of their personalities and talents to solve the problem for human being. Hopefully it will give a new life value to the stray dogs at the same time.

Photos of the above graduating students' works of the exhibition can be downloaded from <https://drive.google.com/open?id=0B-zjAkchNxo7UUFOal9oTWpENU0>

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***About Bachelor of Arts (Honours) in Applied & Media Arts (BAAMA) programme:***

Bachelor of Arts in Applied & Media Arts (BAAMA) has been upgraded to an honours degree programme in mid 2014. It is a top-up degree co-presented by SPEED, Hong Kong Polytechnic University and Hong Kong Art School (a division of Hong Kong Arts Centre), which aims at nurturing creative practitioners in the Hong Kong creative industries. The programme provides an interdisciplinary study of design and digital media, developing students as creative practitioners with critical framework for analytical reflection of the practices in the creative industries. Students will go through experimental and creative processes where theories are tested against practices and where culture, arts, design and aesthetics are synthesised, integrated and regenerated for original presentation.

### ***About Hong Kong Art School***

Hong Kong Art School (HKAS), founded in 2000, is a division of Hong Kong Arts Centre (HKAC). Closely associated with HKAC's environment of cultural venues, client art groups and creative enterprises, HKAS offers a unique setting for students to draw on a vast spectrum of artistic practices. HKAS is an accredited institute staffed by a group of dedicated artists, who are active and distinguished practitioners in the field. The focus of HKAS award-bearing curriculum lies in four core academic areas, namely, Fine Art, Applied Art, Media Art, and Applied Theatre & Drama Education, and its scope covers programmes with academic levels ranging from Higher Diploma, Professional Diploma, Bachelor Degree to Master Degree. The short courses and the outreach projects of the School that run parallel to the award-bearing curriculum span an even wider variety of artistic disciplines, and they genuinely bridge art and the community.

For more details of the programme, please visit:

Full-time Mode:

[https://www.speed-polyu.edu.hk/courseinfo.php?code=84049&source=program&id=26ced89c-d8e0-11e4-be49-000c29af3fc6&type\\_code=1](https://www.speed-polyu.edu.hk/courseinfo.php?code=84049&source=program&id=26ced89c-d8e0-11e4-be49-000c29af3fc6&type_code=1)

Part-time Mode:

[https://www.speed-polyu.edu.hk/courseinfo.php?code=84050&source=program&id=1e2faf7c-d8e0-11e4-be49-000c29af3fc6&type\\_code=1](https://www.speed-polyu.edu.hk/courseinfo.php?code=84050&source=program&id=1e2faf7c-d8e0-11e4-be49-000c29af3fc6&type_code=1)

### **For enquiries on the exhibition's details:**

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