MASTER OF ARTS IN VISUAL ARTS

STUDIO & MEDIA ARTS

CRAFT & DESIGN
2 Concentrations  兩個專修領域

MA in Visual Arts (Studio & Media Arts)  視覺藝術文學碩士（藝術及媒體創作）
MA in Visual Arts (Craft & Design)  視覺藝術文學碩士（工藝及設計）

Practice-led Research 實踐帶動研究
Professional Development 深化專業發展
International Perspective 開拓國際視野

Mode of Study :  
- 1-year Full-time
- 2-year Part-time

Master of Arts in Visual Arts (MA in Visual Arts) is a practice-based taught post-graduate programme with international impact and cross-cultural scope in terms of student origins, staffing, course contents as well as curricular and extra-curricular collaborations with other international institutions. Students can choose from two concentrations namely, Studio & Media Arts and Craft & Design. These two concentrations cover a wide range of creative practices from fine arts to applied arts; from individual expressions to socio-cultural applications to fulfill the needs of local and international creative talents.

( This programme was developed from the Master of Visual Arts programme which the Academy offered during 2007-2016.)

Tuition Fee :
- HK$100,000  (per year for one-year full-time student)
- HK$50,000  (per year for two-year part-time student)

Programme Aims and Objectives

- to nurture creative talents with contemporary research methodologies, in-depth professional knowledge and skills as well as cross-cultural and interdisciplinary awareness in diverse visual arts studio practices;
- to locate students’ artistic and academic practices in global and local socio-cultural contexts;
- to enable students to develop their own creative profiles according to their research interests in a specific visual arts discipline (their declared concentration); and
- to meet the growing demand for professional practitioners in the cultural and creative sectors in Hong Kong and beyond.

Studio & Media Arts

Art and media arts cover a wide range of art forms and artistic practices from traditional to contemporary; tactile to virtual. The connection between the media and the content of artistic practice as well as its relations with the social and cultural contexts is the fundamental question that students need to explore in the programme. The well-equipped studio facilities in AVA enable students to advance their artistic practice at a professional level through self-initiated investigation in various studio and media disciplines including but not limited to painting, photography, sculpture, Chinese painting and calligraphy, video, multimedia and sound art. The Studio & Media Arts concentration provides an interactive and integrative environment for individual student artists to critically review and extend their own artistic practice with comprehensive theoretical knowledge and consistent studio exploration.

Craft & Design

Craft and design both have the physical work-result at the centre of their disciplines. Be it a hand-made artefact or a mass-produced industrial product, the essence of the result is in its physicality and objecthood. Parallel to the current development of material culture studies, concepts of functionality, usability, as well as the interpretation of material processes and how objects shape our cultural life play an increasingly important role to artisans and designers. AVA provides both traditional studio facilities and contemporary prototyping equipment to enable students to advance their creative practice at a professional level through self-initiated project in various craft and design disciplines such as glass art, ceramics, studio jewellery, graphic book, product design and environmental design. The Craft & Design concentration provides unique theoretical and practical set up to facilitate student artisans and designers to critically engage in creative investigation through intimate studio environment and/or strong connection with industry partners.
Admission Requirements
Applicants should possess a bachelor’s degree from a recognized university or comparable institution, or a qualification deemed to be equivalent.

Applicants should have relevant experience in respective studio practice. A portfolio of past works (5-10 images of original artworks in digital format or photographs) has to be submitted with the application.

Applicants have to declare their intended concentration (Studio & Media Arts or Craft & Design) as well as to submit a study proposal for the SMA/CD Studio Project in the admission exercise.

The study proposal includes:

- Tentative title of the project
- Description of the project idea
- Choice of media/art form(s)
- Intended project outcomes
- Work schedule
- Bibliography and references

Online or telephone interview will be arranged for applicants to assess their background knowledge, experience, commitment as well as their capability and suitability for the programme.

Applicants are expected to be able to communicate in English at an advanced level, meeting one or more of the following qualifications:

- A bachelor’s degree or equivalent qualification earned from an English-medium institution; or
- A band score of 6.5 or above in IELTS; or
- TOEFL scores of 550 (paper-based), 213 (computer-based) or 79 (internet-based); or
- CET-6 (College English Test band 6): 450; or a pass in CET-6 for the old version of CET.

Admission Documents
At the time of application, the following documents should be submitted to Graduate School for assessment:

- For local applicants: HKID card or passport;
- For non-local students: other identity document of home country
- Degree certificate(s)/graduation diploma(s) if graduated
- One copy of the official academic transcript;
- Two reference letters
- Scores from standardized test: TOFEL, IELTS, CET-6
- A portfolio of past works (5-10 images of original artworks in digital format or photographs)
- A study proposal for the Studio & Media Arts or Craft & Design Study Project

For other supporting documents, please see at:

Application Method
(a) On-line application:
https://iss.hkbu.edu.hk/amsappl_pg/welcome.jsf

(b) Paper application
Application forms (hardcopy) are available during office hours from:
Office of Graduate School
AAB904, Level 9, Academic and Administration Building, 15 Baptist University Road, Kowloon Tong, Hong Kong

All hardcopy application materials, including recommendation letters and personal statements, should be mailed to above address.

"Memory Rebuild Space" by WONG Chun Yam Leo, Master of Visual Arts 2014 Graduate

"Tasting Shadow—An Edible Menu" by Jane Ng, Master of Visual Arts 2015 Graduate

"24 Hours" by CHAN Pak Kin, Master of Visual Arts 2015 Graduate

"O" by CHAN Fuk Frank, Master of Visual Arts 2015 Graduate

The work was exhibited in 2015 Bi-City Biennale of Urbanism/Architecture (Shenzhen); Maker Faire 2015.
The MA in Visual Arts programme structure consists of two types of courses with different emphases:

### Core Courses

**Semester 1**
- Research Methodology for the Visual Arts (視覺藝術研究方法) (3 units)
- Visual Arts Theory & Criticism (視覺藝術理論與評析) (3 units)

**Semester 2**
- Critically Engaged: Creative Practices in Context (批判性參與:社會文化情境與創作實踐) (3 units)
- Arts & the Public: Interpretation & Presentation (藝術與公眾:作品展示與詮釋) (3 units)

Students from both MA in Visual Arts concentrations will jointly attend the four Core Courses which include two theory-based courses namely Research Methodology for the Visual Arts and Visual Arts Theory & Criticism as well as two practice-based courses namely Critically Engaged: Creative Practices in Context and Arts & the Public: Interpretation & Presentation. The Core Courses introduce common knowledge and skills for practitioners in different visual arts disciplines (the two concentrations on offer), as well as encouraging interdisciplinary integration through combined group projects.

### Concentration-based Courses

**Semester 1**
- Studio & Media Arts Studio Project I / Craft & Design Studio Project I (藝術及媒體創作/工藝及設計工作室研習(一)) (9 units)

**Semester 2**
- Studio & Media Arts Studio Project II / Craft & Design Studio Project II (藝術及媒體創作/工藝及設計工作室研習(二)) (9 units)

*prerequisite: SMA/CD Studio Project I

Two Concentration-based Courses namely SMA/CD Studio Project I and SMA/CD Studio Project II will be offered for each individual concentration, Studio & Media Arts (SMA) or Craft & Design (CD). In these two consecutive courses, students have to continuously develop a self-directed project to investigate an identified issue/theme/creative approach in their respective studio practice. Seminar and tutorial supervision within a concentration-based tutorial group will be conducted to support students' independent development at a professional level. For the part-time teaching mode, the two Concentration-based Courses are split into four - SMA/CD Studio Project IA and SMA/CD Studio Project IIB in year 1 as well as SMA/CD Studio Project IIA and SMA/CD Studio Project IIB in year 2.

Curriculum 1-Year Full-Time Mode

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<tr>
<th>Course Type</th>
<th>Semester 1</th>
<th>Semester 2</th>
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<tbody>
<tr>
<td>Core Courses</td>
<td>Research Methodology for the Visual Arts</td>
<td>Critically Engaged: Creative Practices in Context</td>
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<td>Visual Arts Theory &amp; Criticism</td>
<td>Arts &amp; the Public: Interpretation &amp; Presentation</td>
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<tr>
<td>Core Courses</td>
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<tr>
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<td>SMA/CD Studio Project II</td>
</tr>
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English is the medium of instruction for the MA in Visual Arts programme, except occasional guest talks related to particular local content and context in which speakers may choose to present in Chinese (Cantonese and/or Putonghua). In such cases, English interpretation will be provided for students who don't speak Cantonese and/or Putonghua.

There is A Time and A Place (For Everything) by Dino Rib, Master of Visual Arts 2014 Graduate.

After Work by Parry LING Chin Tang, Master of Visual Arts 2014 Graduate.

He was awarded the Yale-China Arts Fellowship to attend a 6-month residency in New Haven.
"Where are you?" by LEE Suet Ying, Master of Visual Arts 2014 Graduate
"It was inspiring and giving me a good opportunity to research deeper on my own art practice. The professors are active in the field, so they could give the students a very good insight of local and international contemporary art. Because of the cross-disciplinary arrangement, it allowed me to work with classmates with different art practices and suggested me new perspective to look into various art and culture issues."

"A Sweeter Journey" by Siddharth CHOUDHARY, Master of Visual Arts 2015 Graduate
"The graduate programme has transformed my artistic practice in ways unforeseen by me. The programme was engaging, intellectually rewarding and at the same time, challenging. I was able to make amazing friends who helped me integrate, both socially and professionally within the vibrant city of Hong Kong. I fondly cherish my time at AVA, HKBU."
"The work was exhibited in Connecting Spaces, Hong Kong; Pure Art Foundation - Solo Exhibition; 1st Shenzhen Contemporary Art Biennale; Crossing Border - International Festival of Cross Media presented by Museum of Site Hong Kong, JCCAC; Open space Art Festival Berlin (HK Platform); Chai Wan Mei (@ Pure Art Foundation, HK)."

"Unheimlich" by NG Ching Ching, Master of Visual Arts 2015 Graduate
"There is no regret doing this master programme in AVA, it has already been a valuable experience in my life. The faculty members are one of the best that I have encountered. They are full of passion, caring and always supportive."

ABOUT THE UNIVERSITY AND THE ACADEMY

About Hong Kong Baptist University
Founded in 1956, Hong Kong Baptist University (HKBU) is a government-funded institution with a mission to provide quality higher education for the Hong Kong community and beyond, combining broad-based liberal education characteristics with academic and professional vigour. The University is committed to academic excellence in teaching and research, and to the development of whole person in all these endeavours.

About Academy of Visual Arts
The Academy of Visual Arts (AVA) is the first academy of its kind in Hong Kong, providing visual arts degree programmes linked to international exchange, current arts development and the fast-growing creative industries. AVA offers excellent teaching and is committed to nurturing creative and professional talent of international renown.

KEY PROGRAMME STAFF

Prof. John AIKEN 許藝勤
Director, Academy of Visual Arts
BA (Hons) H.D.A. (Sculpture) Chelsea School of Art, London
Specialty: Contemporary Art, Public Art & Environment, Architecture

Dr. HO Siu Kee 何兆基
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BA CUHK; MFA Cranbrook Academy of Art, USA;
DFA RMIT, Australia
Specialty: Sculpture, Body Aesthetics

Mr. Peter BENZ 奔子墨
Concentration Co-ordinator (Craft & Design)
Associate Professor, Academy of Visual Arts
MFA Bauhaus University Weimar
Specialty: Spatial Design, Experience Design

Dr. CHUNG Wai Ching Bryan 鍾緯正
Concentration Co-ordinator (Studio & Media Arts)
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PROGRAMME INFORMATION SEMINAR
Please check out the next seminar on the AVA website:
http://ava.hkbu.edu.hk/

APPLICATION METHOD
Please submit online application to the Graduate School of
the Hong Kong Baptist University:
http://gs.hkbu.edu.hk/