Department of Sociology
Minor Programme Offered: Minor in Arts Tech

Students are required to complete 15 credits consisting of 2 compulsory courses and 3 elective courses:

Course Code	Course Title	Credits	Pre-requisite(s)
Course List			
Course Code	*Course Title*	*Credits*	*Pre-requisite(s)*
Compulsory (2 courses)			
ACT 201	Arts Administration and Management	3	NIL
ACT 202	3D Data Acquisition and Image Processing	3	NIL
Electives (Choose 3 courses in total out of the following two categories)			
Arts and Culture Electives (Choose at least 1 course out of 5)			
ACT 301	Curating Exhibitions and Event Management	3	NIL
ACT 311	Museum Studies	3	NIL
ACT 314	Marketing for Arts and Cultural Organizations	3	NIL
SOC 362	Arts, Culture and Tourism	3	NIL
ACT 421	Cultural and Creative Industries in the Digital Era	3	NIL
Digital Technology Electives (Choose at least 1 course out of 5)			
MDIT 210	Human Centered UX & UI Design	3	MDIT 110
MDIT 220	Understanding VR/AR (Unity 1 and Unreal 1)	3	NIL
JOUR 335	Visualization Analysis and Design	3	JOUR 260
ACT 321	Advanced 3D Data Processing and Visualisation	3	ACT 202
ACT 323	Applications of Digital Technology in Cultural Heritage	3	ACT 202

Remark: The course list is subject to change without prior notice.

Mapping of Major Programmes with Arts Tech Minor and Possible Career Pathways

Major	+ Minor	= Possible Career Pathways
Chinese	Minor in Arts Tech	• Cultural and Creative Industries • Museums/Exhibition curation
English	Minor in Arts Tech	• Museums/Exhibition curation • Cultural and Creative Industries
History	Minor in Arts Tech	• Museums/Exhibition curation • Cultural and Creative Industries
Journalism and Mass Communication	Minor in Arts Tech	• Cultural and Creative Industries • Arts and Media
Applied Data Science	Minor in Arts Tech	• Creative Industries (e.g. Interactive Media Designer and Digital Experience Designer) • Digital Media and Game Industries (e.g. Creative Technology Developer and XR (AR/VR) Content Developer)
Sociology	Minor in Arts Tech	• Museums/Exhibition curation, Cultural and Creative Industries

DESCRIPTION OF COURSES (MINOR IN SOCIOLOGY)

ACT 201 Arts Administration and Management

3 Credits

This course will introduce students to the practical skills required to successfully manage arts organizations, ranging from budgeting, presentation, marketing, contracts, and issues associated with arts management and organizing. The course combines tools in business such as management, marketing, and planning with community building, such as fundraising and education. Throughout the semester, students will respond to the following questions: what is arts management, and what skills are needed to organize successful art events? What are the responsibilities of artists and arts organizations to artists and the audiences? What roles should art organizations play in their communities?

ACT 202 3D Data Acquisition and Image Processing

3 Credits

This is an introductory course to creating, acquiring, processing, and manipulating 2D and 3D digital data. It aims to provide students with the fundamentals of digitisation through a series of progressive contents that examine the nature of the digital, how it works, its limitations and physical transcendence, and the digital representations of objects. This involves the foundations of computation and the use of digital devices and software tools. Core concepts in 3D data processing extends 2D foundations by introducing 3D coordinate systems, vertex, polygons, UV mapping and general 3D modelling and manipulation techniques. The final segment of the course will guide students through the process of structured-light scanning and close-range photogrammetry. The course has a theoretical basis but leans towards the practicality of digitisation, 2D image manipulation and 3D skills.

ACT 301 Curating Exhibitions and Event Management

3 Credits

This course combines theory and praxis to expose students to historical and contemporary approaches to curation in a range of contexts. It examines the origins of the museum concept in the West and the ways this concept travelled around the world as a form of imperial domination and colonial modernity. It also considers how curation is an ongoing process of decontextualization and recontextualization, and introduces students to strategies and skills for both virtual/digital and in-person contextualization, display, and participatory and collaborative exhibit-making. Students will take advantage of Hong Kong's diverse cultural institutions to critically evaluate exhibition planning, implementation, and results in situ. They will develop their own curation projects based on exhibits they will conceptualize themselves, including a series of proposed events to publicize and complement their exhibits.

ACT 311 Museum Studies

3 Credits

This course provides diverse approaches to examining the origins, development, and functions of museums as powerful and contested institutions. From the exhibitionary complex of the nineteenth century to the arts tech innovation in museums today, this course situates the emergence and development of, and roles played by museums in both colonial and post-colonial contexts. Sociological concerns are integrated into the museum discussion to address ethical issues: pillage, retrieving items looted from colonized regions, and exhibiting indigenous artifacts in ethnological museums. Theoretically, the course identifies the role of memory, the intersection of heritage and museum, the dynamic relation between museum, museum patronage, and patron's connections with society, representation in exhibition, and inclusion and exclusion realized in exhibitions. Practically, it examines the operational aspects of museums, such as collection, curation, display, storage, education, community engagement, and social services. The course also discusses new modalities adopted by museums today, leading to diverse forms that museums may take – eco-museum, virtual museum, etc – and engagement with new (digital) technologies. English is the medium of instruction.

ACT 314 Marketing for Arts and Cultural Organizations

3 Credits

This course adopts a diverse range of approaches towards understanding and analysing the way marketing works within the realm of not-for-profit or for-profit business management selling an art and cultural (AC)

product. How do marketers balance arts, creation and commerce? It covers the diverse fields of arts-related entertainment, such as visual and performing arts, as well as service and trade-related organizations in the cultural arts realm. While immersing students through design or production of arts, cultural and creative related products, services and businesses with local and global perspectives, this course encourages students to explore the meaning of marketing arts and cultural products in the ever-changing business and management contexts of industries in Hong Kong, China and Asia. It will equip students with the socio-cultural analytical skills and technological knowledge required of creative leaders and entrepreneurs in the era of creative, digital and knowledge-based economy, so that they can contribute to marketing Hong Kong, China and Asian cities as international arts and culture metropolises.

SOC 362 Arts, Culture and Tourism

3 Credits

This course is designed to introduce to students various aspects of tourism, mainly focusing on the interrelation between tourism and culture from an anthropological perspective. The course will cover the origin, major theories, methodology and practice of the anthropology of tourism. The course will analyse tourism as a cultural phenomenon with complex meanings for both host and guest societies. Students will learn about the relationship among culture, society and tourism by examining the socio-cultural complexities implied in a changing world. Particular emphasis is placed on the socio-cultural dimension of travelling behaviour, cultural development, heritage preservation, community involvement, ethnic identity construction, and commodification of both the tourist and the toured.

ACT 421 Cultural and Creative Industries in the Digital Era

3 Credits

This course examines cases and issues surrounding Cultural and Creative Industries (CCI) in the digital era. The course traces the development of cultural and creative industries in both the academic field and the industry world. Using socio-economic theories as the backdrop, the course investigates issues related to the CCI that intersect culture, economy, technology and industry. The course investigates the financial and industry aspects of cultural and creative industries both within Asia, China and Hong Kong. It contains three parts in order to provide comprehensive overview of the CCI field. The course first begins with an introduction and the historical development of cultural and creative industries in Hong Kong, China and other parts of the world. The second section of the course covers important topics relevant to the CCI, including industry issues such as creative production, arts consumption, market, value chain, digital distribution and intellectual property rights, etc. The section also covers management curriculum as students learn concepts such as creative management, digital disruption, cultural entrepreneurship and technological innovation in the new media environment. The third section of the course includes practical case studies, which require students to focus on specific examples of the CCI in Hong Kong, China and East Asia. The ultimate goal of this course is to encourage students to make use of digital technology to understand creative entrepreneurship based on cultural and industry knowledge. Students are required to present a case analysis to demonstrate their comprehensive learning of the cultural and creative industries in the digital era in this course.

MDIT 210 Human Centered UX & UI Design

3 Credits

Designing effective interactive systems requires an understanding of the capabilities and limitations of users. In order to successfully design, deploy, and evaluate interactive systems for people, knowledge of the characteristics, strengths, and constraints of human cognition, perception, and motivation is required. The purpose of this second-level course is to allow students to gain a *functional* and *actionable* knowledge of relevant core concepts in Human Computer Interaction (HCI). This is an interaction design class, which means that we are focusing on the user-facing aspects of technology: web pages, mobile apps, the control interface of a smart home appliance, the interface of a public kiosk, the touch and feel of an end-user device, etc. We'll survey research from the social and biological sciences, with attention to how these concepts influence user experience (UX) and user interface (UI) design and research.

MDIT 220 Understanding VR/AR (Unity 1 and Unreal 1)

3 Credits

The aim of the course is to introduce the concept of Virtual/Augmented Reality technologies and equip students with the hands-on skills to become a better storyteller using a virtual environment. This course is divided into three parts. The first part introduces the characteristics of different Virtual/Augmented Reality techniques and applications. The second part equips students with skills to develop Virtual/Augmented Reality applications through Unity. The third part teaches students elementary skill to develop big Virtual Reality environments through Unreal Engine. Through the practical exercises, students may apply Virtual/Augmented Reality techniques to address real- world problems.

JOUR 335 Visualization Analysis and Design

3 Credits

This course aims to introduce the development and principles of data analytics and data visualization. It offers students basic knowledge of how visual representations can help in the analysis and understanding of complex data, and how to design effective visualizations. Moreover, this course enables students to create visualizations by applying theoretical knowledge and technical know-how acquired in the course.

ACT 321 Advanced 3D Data Processing and Visualisation

3 Credits

This course extends 3D Data Processing and Visualisation (ACT202) by transitioning students towards advanced topics in 3D data reconstruction. Students will be introduced to conventional methods of 3D digitisation. This includes Terrestrial LiDAR scanning, Drone surveys and more advanced 3D close-range photogrammetry techniques. Important approaches in 3D documentation and data processing of large monuments in the built environments and landscapes will be taught, this includes methods for aligning and joining interior and exterior components using control points, merging point cloud data and generating complete models. The course leads up to the preparation of finalised real-time ready models, textures, PBR materials and visualisation. Finally, students are taught the basics of 3D printing, using 3D models that they have created and captured in the process.

ACT 323 Applications of Digital Technology in Cultural Heritage

3 Credits

The course aims to provide an overview of what technology is, its present potentials and future emerging trends. It critically discusses technological progress by charting its formative development, and the role it plays in shaping cultural heritage activities. The course demonstrates how paradigm shifts can occur by providing insights into the potentials of digital transformation, value creation and impact through concrete case studies that are linked to theoretical underpinnings across disciplines. The purpose of the course is to broaden the student perspective through awareness created from the critical evaluation of what *progress* means, how value can be created, and how 3D and associated technologies can transcend the limitations of traditional approaches in the preservation of tangible and intangible heritage. The learning activities aim to cultivate critical thinking and problem-solving skills via the strategic use of 3D-focused technology, evaluating the ethics and cultures of use, issues of sustainability, societal impact, institutional and policy changes that follows through to proper adoption. The spectrum of digital heritage activities such as conservation, preservation, digitisation, documentation, research, interpretation, learning, experience, and communication will become components from which students will strategise the use of such technologies. Students will also be taught how to navigate the complex economic, social, cultural, ethical and political environment in the use of technologies.