CURE 3006 Special Topics in Cultural Studies:
Global Cultural and Creative Industries
Summer Semester 2024

Lecturers: Dr. Peichi Chung	Time: Thursdays 10:00 AM – 1:00 PM
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Course Description:

This course examines issues surrounding design thinking in the global cultural and creative industries (CCIs). It aims to offer experiential learning opportunities for students to gain knowledge about creative entrepreneurship and visual design of city in the global virtual learning environment. The course consists students from the Department of Cultural and Religious Studies in Chinese University of Hong Kong and students from the Humanities, Arts and Social Sciences Division in Yonsei University. Teaching will be delivered in hybrid mode that covers topics of three sections: global cultural industries (weeks 1-5), cultural immersion through visual design of city (weeks 6-10) and exchange fieldtrips to South Korea and Hong Kong (weeks 11-12). Students will learn about design thinking process to develop project-based assignments and to understand cultural production in the fields of visual communication and cultural studies.

The first section of the course will be taught on CUHK campus by professor Peichi Chung. Weekly topics include basic concepts in global cultural and creative industries, creative entrepreneurship, conceptualization and market research for cultural business, cultural productions for local community and global market. Students are encouraged (but not required) to work on their interested projects that will be applied in the real industry settings upon the completion of the class.

The second section will be taught virtually by professors Hyun-Kyung Lee and Bokyung Lee from the major of Culture and Design Management, Yonsei University. Students will learn from weekly lessons to develop design skills based upon knowledge learnt from their own disciplines of undergraduate studies.

The third section comprises with two weeks of exchange fieldtrips to South Korea and Hong Kong. In week 11, CUHK students will travel to South Korea to join Yonsei students to learn more about visual design and cultural immersion of the city in Seoul. In week 12, Yonsei students will travel to Hong Kong to join CUHK students and attend workshop and city tours together. Students of the class will learn about Hong Kong's art and cultural landscapes and engage in cultural exchange activities by attending workshop in CUHK campus, visiting representative museums and performing venues, and meeting with notable cultural business managers and creators in Hong Kong.

Learning Outcomes:

- Students are expected to learn the fundamental structure of the global cultural and creative industries.
- Students are expected to learn basic topics of academic debate and apply their learning of industry knowledge to understand creative entrepreneurship for

cultural business in international context.
- Students are expected to develop the abilities to analyze complexity of visual design in order to create an understanding of a city's culture within human contexts. Through some city-led creative design projects, students will demystify, depoliticize, and reconcile multiple cultures to improve communication and cultural representation. We will transcend the cultural borders using a design language.
- Students are expected to work on project-based assignments. Students will investigate how effectively design and city relied intrinsically on its cultural environment. Students will explore ways to visually communicate information between different cultures.

Course Requirements and Assessment:

- Lecture attendance and participation (20%)
  Students' regular attendance and active participation in weekly lectures are fundamental to good learning outcome of the course.

- Tutorial attendance, discussion and presentation (20 %)
  Students are expected to attend tutorials regularly and participate in tutorial discussions. Students will also work in groups to present selected cases in weeks 3 and 4 and participate in tutorial activities. The presenting groups will be responsible to lead tutorial discussions. A Discord channel will be created to facilitate easy communication between students from CUHK and Yonsei University.

- Final Project Proposal (10 %)
  A workshop on business proposal writing to apply seed fund is scheduled in class on week 5 April 18, 2024. More guideline about final assignment proposal will be provided in class after the completion of the workshop.

- Final assignment (30%)
  Students can choose to either write an academic research paper, cultural business proposal or design project in their final assignment. The topics will reflect students' observations about creative entrepreneurship and cultural businesses in the global cultural and creative industries. Students who opt for writing final paper are free to work on research topics based upon the learning interests they develop from the course. Students who opt for writing business proposal are required to follow the proposal writing guideline instructed in the Week 5 workshop. The final assignment will be in the form of group work consisting of 2 members each group. The minimum word limit is 4000 words, double-spaced with font size of 12. More information about final assignment will be provided on week 6 after the submission of final assignment proposal. The due date for final assignment is June 13, 2024.

- On-site Visit and Real-world Idea Evaluation (Fieldtrips) (20%)
  (In week 11 and week 12, students will visit each other's country. This way, we can evaluate how the proposed ideas impact on people's perception in real-life. Detailed information about the exchange tours will be announced closer to date in early June 2024)

Course Syllabus

Week 1: Introduction to Global Cultural and Creative Industries (March 14, 2024) /By Prof Peichi Chung

§ Stuart Cunningham and Adam Swift (2019). "Creative Industries Around the World," In Stuart Cunningham and Terry Flew (Eds). *A Research Agenda for Creative Industries*. Pp. 146-163. Cheltenham: Edward Elgar Publishing Limited

§ Richard Florida, Charlotta Mellander & Patrick Adler (2013). "Creativity in the City," In Candace Jones, Mark Lorenzen & Jonathan Sapsed (Eds).
The Oxford Handbook of Creative Industries. Pp. 96-118. Oxford: Oxford University Press.

Supplementary Reading:

§ Hong Kong Census and Statistics Department. (2023). "The Cultural and Creative Industries in Hong Kong." Online document available < https://www.censtatd.gov.hk/en/data/stat_report/product/FA100120/att/B72306FA2023XXXXB0100.pdf>

Week 2: Creative Entrepreneurship (March 21, 2024)/By Prof Peichi Chung

§ Rafael Boix Domènech, Luciana Lazzeretti, and Daniel Sánchez Serra (2018). "Entrepreneurship and Creative Industries in Developing and Developed Countries", In Luciano Lazzeretti and Marilena Vecco (Eds). *Creative Industries and Entrepreneurship: Paradigms in Transition from a Global Perspective.* Pp. 35-57. Cheltenham: Edward Elgar Publishing Limited.

§ Michal Daliot-Bul and Nissim Otmazgin (2018). "Entrepreneurs of Anime" in *The Anime Boom in the United States: Lessons for Global Creative Industries*, Pp. 84-106. Cambridge, MA: Harvard University Asia Center.

Supplementary Reading:

Watch the documentary, *The Observation of Cryptocurrency Business in Hong Kong* (2023) @ https://www.youtube.com/watch?v=5W8L_B9yJHs

Week 3: Creative Projects for Community Development (March 28, 2024)/By Prof Peichi Chung

§ Jon Dovey & Tony Bhajam (2024). "Networks for Inclusion". In Tarek Virani (Ed). *Global Creative Ecosystems: A Critical Understanding of Sustainable Creative and Cultural Production*. Pp. 253-270. London: Palgrave Macmillan.

§ *Silvia Fok* (2018). "The roles of international art fairs in Hong Kong in facilitating the production and consumption of contemporary art in Asia: Art Hong Kong, Art Basel Hong Kong, and Art Central" In Lorraine Lim & Hye-Kyung Lee (Eds). *Routledge Handbook of Cultural and Creative Industries in Asia*. London: Routledge.

Public Holiday in Hong Kong. No Class meeting. (April 4, 2024)

Week 4: Cultural Business for Global Market (April 11, 2024) /By Prof Peichi Chung

§ Lee, Joonkoo & Lee, Minjung (2019). "Governance and Upgrading in Global Cultural and Creative Value Chains". In Stefano Ponte, Gary Gereffi Y Gale Raj-Reichert (Eds). *Handbook on Global Value Chains*. Pp. 138-152. Cheltenham: Edward Elgar Publishing Limited.

§ Patrick Cohendet and Laurent Simon (2018). "The Montreal videogame studio and its local ecosystem as a key resource of creativity". In Luciano Lazzeretti and Marilena Vecco (Eds). *Creative Industries and Entrepreneurship: Paradigms in Transition from a Global Perspective.* Pp. 119-135. Cheltenham: Edward Elgar Publishing Limited.

Week 5: Workshop (April 18, 2024) /By Prof Peichi Chung & Guest Speaker

§ Title: Maximizing Your Chances: Design Thinking and Proposal Writing for Successful Seed Fund Applications
Speaker: Dr. Sze Hei Tse.
Founder, Social Entrepreneurship School Education (SEnSE)
Director, Fullness Social Enterprises Society Limited (FSES)
Community Chair (Kowloon City), Social Enterprise Summit (SES)

Week 6: City & Architecture (May 16, 2024)/ By Prof. Hyun-Kyung Lee

§ Architectural Design & Aesthetic of DDP Spaces of DDP & Its Role in Design and Culture DDP's Role as a Cultural Complex

Final project proposal due. Online submission to blackboard.

Week 7: Illustration & Brands (May 23, 2024)/By Prof. Hyun-Kyung Lee

§ Brands in Design Aspects The Role of Brand Illustration K-POP Star Collaborations: A Special Approach to Brand Illustration

(During weeks 8 and 9, students will gain an understanding of the visual elements that influence the perception of each city. They will also collect representative images of Hong Kong and Seoul, which will be used later as materials for building a 3D virtual city prototype in week 10)

Week 8: Digital Twin Cities in VR, AR (May 30, 2024)/By Prof. Bokyung Lee

§ Digital Twin City (Singapore Case) Virtual Tourism in Metaverse

§ Creating a Virtual Urban-Scale Design using Unity (From week 9 to week 10, students will learn the current status of "digital-twin city design and experiences.

Week 9 & 10: Project Exercise (June 6 & 13, 2024)

(For weeks 9 & 10, students will be divided into two groups, and run a project accordingly. Group A: Students in Hong Kong who have never been to Korea + Students in Korea who have never been to Hong Kong.
Group B: Students in Hong Kong who have been to Korea before + Students in Korea who have been to Hong Kong before
Each group will (i) propose a new idea that could enhance people's experience of visiting either Hong Kong and Seoul, (ii) prototype their idea, and (iii) let the target group (students) experience the idea virtually.)

§ Part One: Cultural Perception towards Hong Kong and Seoul /By Prof. Hyun-Kyung Lee
Group A: Focusing on the newbie's cultural perspective.
Group B: Focusing on the experienced people's cultural perspective.

§ Part Two: Propose an Idea (By Prof. Hyun-Kyung Lee)

Group A: Suggest a new design solution that could enhance new visitor's experience.
Group B: Suggest a new design solution that could enhance new visitor's experience

§ Part Three: Prototype the Ideas and Virtually Experience Them/By Prof. Hyun-Kyung Lee)

Final assignment due. Online submission to blackboard.

Week 11: Fieldtrip to Korea (June 13-20, 2024)

Week 12: Onsite Visit in Hong Kong (June 20-27, 2024)

Supplementary Reading List:

- Florida, Richard (2002). *The Rise of the Creative Class*. New York, NY: Basic Books.
- Govindarajan, Vijay et al (2012). *Reverse Innovation: Create Far from Home, Win Everywhere*. Boston: Harvard Business Press.
- Hardt, M. & Negri, A. (2000). *Empire*. Cambridge, MA: Harvard University Press.
- Hesmondhalgh, David (2019). *The Cultural Industries*. London: Sage Publications.
- Hirsch, Paul (2000). "Cultural Industries Revisited." *Journal of Organization Sciences* 11(3): 356-361.
- Jones, Candace et al. (2014). *The Oxford Handbook of Creative Industries*. Oxford: The Oxford University Press.
- Khaire, Mukti (2017). *Culture and Commerce: The Value of Entrepreneurship in Creative Industries*. Redwood City: Stanford University Press.
- Lobato, Romon (2019). *Netflix Nations: The Geography of Digital Distribution*. New York: New York University Press.
- Miège, Bernard. (1989). *The Capitalization of Cultural Production*. New York,

NY: International General.

- Scott, Allen (2004). "Cultural-Products Industries and Urban Economic Development: Prospects for Growth and Market Contestation in Global Context," *Urban Affairs Review* 39(4): 461-490.
- Schumpter, Joseph (1976). *Can Capitalism Survive: Creative Destruction and the Future of Global Economy*. New York: Harper Perennial.
- Sicilliano, Michael (2020). *The Ambivalence of Work in Cultural Industries*. New York: Columbia University Press.

Honesty in Academic Work: A Guide for Students and Teachers:

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students, and adopts a policy of *zero tolerance* on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. Students must submit their assignments via VeriGuide: http://www.cuhk.edu.hk/veriguide.

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

Section 1	What is plagiarism [http://www.cuhk.edu.hk/policy/academichonesty/p01.htm]
Section 2	Proper use of source material [http://www.cuhk.edu.hk/policy/academichonesty/p02.htm]
Section 3	Citation styles [http://www.cuhk.edu.hk/policy/academichonesty/p03.htm]
Section 4	Plagiarism and copyright violation [http://www.cuhk.edu.hk/policy/academichonesty/p04.htm]
Section 5	CUHK regulations on honesty in academic work [http://www.cuhk.edu.hk/policy/academichonesty/p05.htm]
Section 6	CUHK disciplinary guidelines and procedures [http://www.cuhk.edu.hk/policy/academichonesty/p06.htm]
Section 7	Guide for teachers and departments [http://www.cuhk.edu.hk/policy/academichonesty/p07.htm]
Section 8	Recommended material to be included in course outlines [http://www.cuhk.edu.hk/policy/academichonesty/p08.htm]
Section 9	Recommended declaration to be included in every assignment handed in [http://www.cuhk.edu.hk/policy/academichonesty/p09.htm]
Section 10	Electronic submission of term papers [http://www.cuhk.edu.hk/policy/academichonesty/p10.htm]