

# TWOFOLD

SERVICE - LEARNING @ HKBU 2019

ONE WHOLE HEART.  
TWICE AS GREAT.  
FULL COMMITMENT.



# PREFACE

*Twofold* documents and commemorates the 2nd anniversary of service-learning in the formal curriculum at HKBU. It highlights the great initiatives, teachings and services that we extended from HKBU campus to the larger community in 2019.

“Twofold” connotes duality, reciprocity and a sense of doubleness. Both our students and course instructors have paid extra – be it double or multiple – efforts to create bigger social impacts. In the second half of 2019, a year characterised by unrest and uncertainties, our students have demonstrated their resilience and proved that talents have no boundaries. Twice as great, our students served wholeheartedly with their full commitment during a challenging time and produced excellent results.

Moreover, for the second time, we would like to thank Hung Hin Shiu Charitable Foundation for their generous donations. The financial support provided seed funds to develop the service-learning components of the courses covered in this publication.

It is only our second year and HKBU has more to offer. Let’s have faith, and anticipate our threefold and fourfold to come.

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# MESSAGE FROM PRESIDENT

I enjoy reading *Twofold*, and I am delighted to learn that our HKBU students have taken the opportunity to participate in service-learning initiatives which have contributed to the community.

2019/2020 has been an unusual year. The social unrest in Hong Kong and the coronavirus pandemic worldwide has posed a great challenge to all of us. In this "season of darkness", we start asking ourselves: What is our season of light? Light can stand for spiritual illumination and truth. Light can also mean our ability to love and willingness to serve.

Today, while I am writing this, medical and healthcare professionals around the world are risking their own safety as they strive to save lives. There is also a wave of good deeds that germinate in the spring of hope: donations of time and money, medical equipment and food to those in need; sharing positive thoughts with neighbours and the community. In Hong Kong, people give out free masks and sanitisers to the elderly and the underprivileged. Our School of Chinese Medicine offers *Chinese Medicine Immunity Enhancement Remedy* to the needy and frontline medical staff as a token of appreciation for their efforts.

It is therefore heartwarming to see our service-learning courses helping to sow the seeds of light. These courses enable our students to work hand in hand with NGOs, ethnic minorities, the elderly and the underprivileged. They learn to appreciate the beauty of diversity, inclusiveness, sustainability, and conservation. They are the lights in our season of hope.

Roland Chin  
President

# MESSAGE FROM VICE-PRESIDENT (TEACHING AND LEARNING)

Service and learning are indeed the two sides of the same coin. When students apply their knowledge and skills to address a certain issue in the community, they serve and learn at the same time. They benefit the service users and see the relevance of their study to the society. Both outcomes will help them learn with novel perspectives and enhanced motivation.

Service-learning will become an even more crucial pedagogy for our community and student development in the years to come. As the world is facing completely new challenges such as COVID-19 and global economic recession, our younger generation needs to be responsive and creative problem solvers working within the constraints and requirements of the context. Service-learning encompasses many of such elements which will help students to develop not only the skills but also the commitment to the betterment of humanity.

I am very grateful to our partners, colleagues and students who have made all the courses described in *Twofold* possible. 2019 was the second year we officially included service-learning in academic courses. The outcomes are encouraging and we will continue to double our efforts to meet the challenges ahead.

Albert Chau  
Vice-President (Teaching and Learning)

# DIVERSITY AND INCLUSION

EURO4006  
GDCV1007  
MKTG3006  
PRAD3105  
TRAN4047  
WRIT2006

European Economic and Business Life: travailler en contexte international  
Hong Kong Cinema and Hong Kong Culture  
Global Marketing  
Strategic Communication Practicum  
Translation Workshop  
Food, Wine and Travel Writing for the Leisure Industry

Empathy is one of the key essences of service-learning. With all the hustles and bustles around, many of us may have neglected people around us who are in need of help. HKBU students took the lead and gave helping hands to the less fortunate and privileged. The Bible reads: "It is more blessed to give than to receive." In this section, we witness students' painstaking efforts to make people from all walks of life in the community feel warm and included.

# EURO4006

# EUROPEAN ECONOMIC AND BUSINESS LIFE: TRAVAILLER EN CONTEXTE INTERNATIONAL

Dr Emilie Tran

Conducted in French, this course enabled students to get in touch with the actual business world through working in French-speaking corporations and organisations. In fact, half of the enrolled students came from French-speaking countries. The service components comprised two parts, exploring two aspects of the circular economy in Hong Kong in relation to the French business community. The first project involved learning about the mission of Sous les Déchets la Plage, a group set up by French expatriates who volunteer to clean the beaches of Hong Kong. Students visited the Kowloon Tsai Park and helped pick up all the trash in the park and along their way. They then categorised the trash and reported to relevant government departments that certain trash bins needed to be emptied. Tiring yet rewarding, this experience prepared students for the second service-learning activity. The second project was conducted with the French Chamber Foundation, the French Chamber of Commerce and Industry in Hong Kong and Food Angel. For three hours in the morning, students worked in tiny kitchens preparing meals from unwanted vegetables and food and packed 2,600 lunch boxes to be delivered to centres of Food Angel.



Capturing the essence of the circular economy, this intense activity in a tight setting created an opportunity for volunteers from all walks of life and regions from Europe to Africa to reconnect with one another. Prior to enrolling into the course, as one student shared, she never would have imagined the extreme poverty as well as the sheer amount of food waste produced in Hong Kong, an apparently cosmopolitan city. She had learnt a lot beyond the classroom and was ready to share this less glamorous side to people in her hometown.



In a nutshell, it was a memorable experience for students as they got to see an often-overlooked side of Hong Kong. The service-learning component of this course allowed students to connect with people from the local community and learn how foreigners, who are here to conduct business, can also fulfil their social responsibilities by playing their part.





# GDCV1007

# HONG KONG CINEMA AND HONG KONG CULTURE

Dr Timmy Chen

The service-learning project of this course aimed at rebuilding connections with the underprivileged communities through sharing a very important cultural resource: Hong Kong cinema. Offered by the Academy of Film, this was a General Education course in which local and exchange students from different disciplines applied their unique perspectives to interview "kaifongs" in the Yau Ma Tei neighbourhood about their perceptions on Hong Kong cinema and their moviegoing experience. Following the interviews, students produced a documentary about the cinematic memories of these community members. On 6 November 2019, some interviewees were also invited to attend a free community screening of Cheuk Cheung's *Bamboo Theatre* – one of the selected films of Hong Kong Asian Film Festival 2019 – in Broadway Cinematheque, which is also located in Yau Ma Tei. This service-learning project enabled and witnessed how more people in the neighbourhood could share and at the same time co-create the cultural resources of the community.





There was a mini-party reception before the screening where HKBU students reunited and mingled with the “kaifongs” they invited. In the post-screening discussion, the director was invited on stage to engage in a dialogue with Dr Timmy Chen, the course instructor and answered very inquisitive questions from our students. Mr Clarence Tsui, Director of Broadway Cinematheque and Dr Albert Chau, Vice-President (Teaching and Learning) were also present at the event to support this meaningful and memorable occasion. “I only expected to learn something about Hong Kong culture through films when I enrolled in this course,” an exchange student from Germany shared her thoughts. “But this activity turned out to be such a delightful surprise - connecting with the local communities through films and discussions!” One of the “kaifongs”, a shop owner working nearby Broadway Cinematheque, remarked, “I have been working in this area for years but have never watched a film in this cinema. This was quite an extraordinary experience, thanks to this project and HKBU students!” For Broadway Cinematheque, this very first collaboration with HKBU students was an effective way to give back to the community. They had been hoping to engage the neighbourhood for long and the screening provided the perfect start.



As one can tell, films are not about moving images per se. They can go beyond the screen to build and strengthen community connectedness.

# MKTG3006

# GLOBAL MARKETING

Dr Glos Ho

In the service-learning project of this course, students became global marketers of local Hong Kong traditions. They assisted a social enterprise, Eldage, in customising one of its popular products: Hong Kong public light bus sign keychain for an Asian market (Indonesia, Japan, Korea or Thailand). Their mission was to preserve Hong Kong's cultural heritage and craftsmanship in this unique Hong Kong-style keychain with creative local slangs and marketing strategies.





Once the semester began, 24 student team leaders visited Eldage for a project briefing. They attended workshops with craftsmen to acquire first-hand experiences with the keychain production processes, during which the two-way interaction essentially fostered inter-generational communication and understanding among individuals of different age groups, talents and cultural backgrounds. As a matter of fact, out of 120 students in the class, one-fourth of them were visiting and exchange students from across the globe, and both local and international students took on the role as cultural ambassadors to promote Hong Kong and the city's cosmopolitan image to the world. Dr Glos Ho, the course instructor, commented that students' passion and effective interactions contributed to great team dynamics. Indeed, this exceptionally internationalised team exemplified the spirit of "internationalisation at home" on HKBU campus.

To prepare and execute global marketing strategies to accomplish this meaningful task, students conducted focus groups and advertisement production meetings with Indonesians, Japanese, Koreans and Thai and to promote cultural diversity and social cohesion. They also communicated with Eldage closely to ensure everything was on the right track in order to meet the project aim: to promote Hong Kong's intangible cultural heritage to people in other Asian countries. Despite class suspension in the last two weeks of the first semester, our Marketing students continued to collaborate with students from respective countries via Skype, and the project eventually came to fruition.



This project has shown us that business disciplines like marketing are not all only about money-making and entrepreneurship. With service-learning opportunities, students are able to contribute to the betterment of the world.

# PRAD3105

# STRATEGIC COMMUNICATION PRACTICUM

Dr Michelle Huang, Mr Henry Fung

This course was designed to provide students an opportunity to synthesise prior knowledge by applying communication theories and skills into practice. Tasked with designing promotion campaigns for non-profit organisations, students worked on projects including production of public relations collaterals, marketing research, event management and branding, and delivery of Corporate Social Responsibility (CSR) strategies.

Students worked with Orbis Hong Kong, Inspiring Hong Kong, Connexiar and Lions Clubs International District 303. By conducting online and offline promotional and fund-raising events, they aimed at improving public awareness of the contributions and needs of underrepresented groups, including visually impaired individuals, ethnic minorities and youth.

Although most promotional campaigns were conducted online amid the social movement, students managed to maintain direct interaction with relevant stakeholders. For example, some students produced “fun videos” with ethnic minorities and shared them on social media, while others invited interviewees to experience the daily life of the visually impaired so as to promote the importance of good eye health.





# TRAN4047 TRANSLATION WORKSHOP

Dr Janice Pan

It is the second time in two consecutive years that service-learning was incorporated into this practice-oriented course, which required students to translate externally commissioned jobs with texts of varied length. Through words of mouth, course enrolment increased and partnership with a publisher was initiated.

Translation Workshop simulated a translation company with students performing roles like Editor-in-Chief and Public Relations Manager to promote services and negotiate businesses. Applying their bilingual skills, these young translators served the community at large. Towards the end of the semester, they completed several assignments and published the second issue of *TransFeed* (a bilingual magazine) in early 2020 that reflected upon their authentic translation services provided to the community.





兒童議會  
Children's Council

Joint Organisers 合辦



為兒童發聲！  
Voice out  
for children!

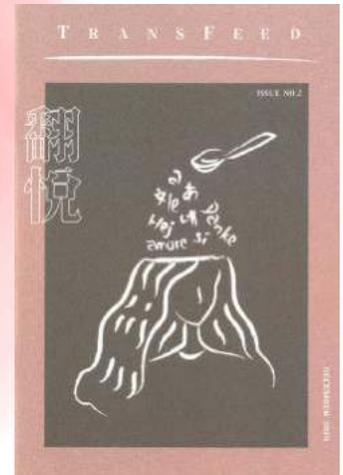


Some of the main clients for the translation company were Children's Council and Proverse Publishing. A student of the course, Jessie, interviewed CISL for *TransFeed*. She expressed that she understood more about service-learning and the interview had piqued her interest not only in service-learning projects and activities, but the idea of service-learning as a whole. Of all the translation tasks assigned to the team, one of the highlights was definitely the blog of Prof Jeremy Munday, Professor of Translation Studies at the University of Leeds. As one can imagine, translating the words of a translation professor was challenging and at times overwhelming, even though Prof Munday does not read Chinese. This experience, meanwhile, was particularly rewarding, as they brought to readers the remarkable story of how Prof Munday, a highly esteemed figure, adapted his teaching in view of his Parkinson's disease in both English (his original version) and Chinese (our students' translations).





The above examples reflected the team's motto: to "serve the community through translation". Dr Janice Pan, the course instructor, appreciated the company's professionalism: even the team could not meet face-to-face due to social unrest, they took the initiative to hold online meetings regularly and use other online platforms to stay connected to make sure things run smoothly.



# WRIT2006

## **FOOD, WINE AND TRAVEL WRITING FOR THE LEISURE INDUSTRY**

Dr Dorothy Tse

Culture is defining. Through interacting with other people, we gain an insight not only to their lives, but also a definition and insight of our own from their perspectives. This understanding can shape one into a more empathetic and caring person who truly cares about how social dynamics affect the world and the society around them.

Driven by this very belief, this course encouraged students to penetrate into others' lives vis-à-vis a cultural dimension. In the first half of the course, students developed their cultural literacy through appreciating a selection of bilingual texts from different genres. These works, with themes like food, wine and travelling, offered creative inspiration and critical insight for students to enrich their own creative and professional writings. Through reading interviews and lyrical essays, they also learnt nonfiction writings on cultures of food and ethnic minorities in Hong Kong.



Equipped with sufficient cultural literacy, students then turned to busy areas of Central and Causeway Bay over weekends to chat with and interview domestic helpers working in Hong Kong. They collected all the heartfelt stories of these groups of ethnic minorities – including Indonesians and the Filipinos – and narrated their memories of their hometown food through writings, drawings, and creative menus. One example is a Hong Kong-Philippines fusion dish called shrimp paste “dip taau faan” (a Hong Kong-styled fried rice), which was inspired by an interview with a Filipino who loves shrimp paste, her hometown speciality. All of these ethnographic cultural texts were later disseminated via two channels. Some of them were displayed at a fair organised by the Department of Humanities and Creative Writing in March 2019, where students served the HKBU community with dishes inspired by their interviews. Towards the end of the semester, these articles were published in *Movable Flavors* ([www.movableflavors.com](http://www.movableflavors.com)), an interactive website. Presenting a mix of ethnic flavours, interesting stories and vibrant cultures, the platform aimed to enhance the general public’s understanding of and attitudes towards ethnic minorities.



Food can be something simple and a marker of individual differences, but thanks to service-learning, it can be transmuted into something infused with social and communal impact.





# EDUCATION

BIOL3007

BIOL3016

BIOL4015

ENGL3037

EURO2015

FILM4075

Ecology

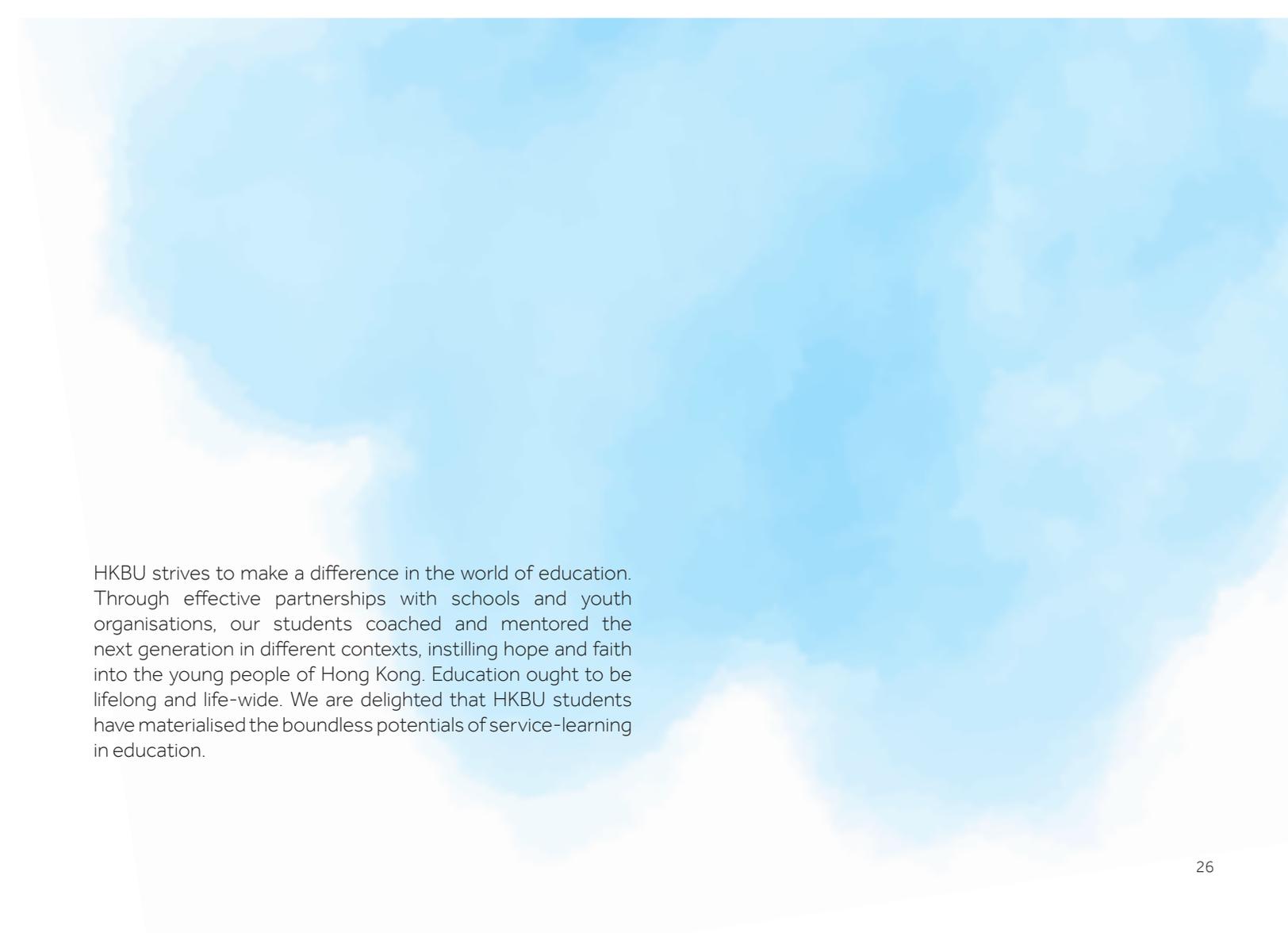
Environmental Health and Toxicology

Fermentation and Enzyme Technology

Creative Writing Workshop

Model European Union

Facial Animation



HKBU strives to make a difference in the world of education. Through effective partnerships with schools and youth organisations, our students coached and mentored the next generation in different contexts, instilling hope and faith into the young people of Hong Kong. Education ought to be lifelong and life-wide. We are delighted that HKBU students have materialised the boundless potentials of service-learning in education.

# BIOL3007 ECOLOGY

Dr Anthony Lau, Prof Jianwen Qiu

Organised around the principles of energy flow and nutrient cycles, this course placed emphasis on biological functioning at the levels of population, community and ecosystem. Human interventions such as urbanisation, harvesting renewable and non-renewable resources and pollution generation were explored in relation to natural limits, natural regulations and regeneration mechanisms, and long-term ecosystem stability.

Since the announcement of the Lantau Tomorrow Vision project, many NGOs and environmental associations have expressed concerns over its potential impact on nature. The course collaborated with Ocean Park Conservation Foundation, Hong Kong in the Foundation's initiative "ECF Ecology and Conservation 101: Grooming the Next Great Ecologist". Under the mentorship of HKBU students, 50 Form Four and Five secondary school students carried out field ecological surveys on Lantau Island, an activity that aimed at fostering greater appreciation and understanding of Lantau's biodiversity.







Guided by our mentors, secondary school students got the opportunity to get their feet wet in the field while conducting robust ecological research. Together they measured the population density of dragonflies and determined site occupancy of mammals using infrared camera traps. These opportunities are not typically available in an academically-oriented school curriculum focusing on exam preparation, thereby providing valuable exposure to instil in these young people an early interest in science and the environment.

"I learnt the importance of empathy. I gave support to the secondary school students when conducting the project. I realised there's actually a lot we can do for our environment," one of our students shared. "Running workshops and trainings for secondary school students can be an effective way to impart the concept of conservation to the younger generation."



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# BIOL3016

# ENVIRONMENTAL HEALTH AND TOXICOLOGY

Dr Patrick Yue

The world is changing - for better *and* for worse. Never has the environment been under such devastation, with tonnes of plastics discarded every day. Instead of being recycled, these plastics and microplastics end up damaging the Earth's ecosystem, severely disrupting and destroying its natural processes. Greenpeace recently reported that microplastics levels in local Hong Kong beaches exceeded 5,500 per square metre. This showed that our waste poses not only a global but also local threat.

This course aimed at developing students' understanding of key issues facing the local and global environment. Students learnt about toxicology and how it affected their biological responses following exposure. Through the acquisition of knowledge of related topics, students evaluated the toxic elements present in the environment and examined data to assess the potential health impacts.



In order to raise awareness towards environmental health, students of HKBU and St Bonaventure College and High School co-organised a mini-fun day at HKBU, featuring poster exhibitions and other activities to demonstrate the environmental and biological damages caused by microplastics. During the event, our students served as mentors of secondary school students and shared knowledge of environmentalism via poster presentations. They guided the youngsters to prepare and deliver creative and engaging presentations, such as using superheroes and rapping to educate the public on ways to live a greener life.

The service project had created a win-win situation: it raised students' sense of civic responsibility in fighting against pollution and related environmental hazards, while assisting the work of Greenpeace through sharing the promotional materials and collected data.



# BIOL4015

# FERMENTATION AND ENZYME TECHNOLOGY

Dr Patrick Yue

This is the second year in which this course has included service-learning elements, introducing basic principles of fermentation and enzyme technology from HKBU students and to secondary school students. This year, HKBU students prepared more interactive presentations to share their knowledge with these younger students during the school visits.

To build a closer relationship, HKBU students and the secondary school students met three times throughout this course. They first performed some interactive experiments with the secondary school students in their school lab. They observed the bacteria in yogurt drinks using microscopes and made eco-enzyme cleaners by applying their knowledge of fermentation. In the second workshop, HKBU students prepared posters for small-group presentations, sharing the use of fermentation in daily life.



Some of them brought along real-life examples like supplements and cosmetic products. Responding to the fun and light-hearted presentations, the secondary school students eagerly raised questions and challenged the effects of the products. Lastly, in the food sharing session, all students shared the fermented food they prepared: cheese crackers, black tea and some creative food like yogurt pudding – a diversity that was pleasantly surprising.





Preparing the fermented food for the event encouraged the secondary school students to review and reflect upon the fermentation process introduced in the course. Small group presentation was also a great chance for HKBU students to put together what they had learnt throughout the weeks. All participants found the event fun and inspiring as it had encouraged them to relate the scientific knowledge gained to their everyday life.

Dr Patrick Yue, the course instructor, commented on how service-learning sparked students' interest in science and allowed them to recognise the relevance of science in the community. He greatly appreciated the performance of his students as they were very engaged throughout the project. The teacher of Lung Cheung Government Secondary School was also very happy that her students could experience the learning mode in tertiary education while reviewing topics in the HKDSE Biology syllabus like metabolism and enzymes in such an interactive way.



# ENGL3037 CREATIVE WRITING WORKSHOP

Dr Jason Polley

In this world of pattern and consistency, to achieve true creativity is a feat in itself. It is important for us to find ways to escape from the mundane regularities and daily routines of modern life. In this course, students were encouraged to experiment with various genres of creative writing, including verse, prose and comics vis-à-vis life writing, biographies, reportage and fiction. After conducting self and peer assessment, students ran their own workshops to teach local underprivileged children the skill of creative writing. To prepare for their creative writing workshops, students also stepped outside the classroom to gain inspiration.

After cultivating individual writing voices, the students formed groups to plan and present an in-class version of the creative writing workshops to be delivered to young learners off-campus. Following peer review, each group modified the framework of their service-learning workshops with Refugee Union and The Boys' and Girls' Clubs Association of Hong Kong.





Most students noted they did not know what to expect from the course, had never taken such an innovative and unusual class, but were very grateful to have involved themselves in such an eye-opening service-learning experience.

To better engage the workshop participants comprised of members of ethnic minority groups as well as SEN students, HKBU students modified and refined workshop content and materials from time to time. Simply put, the students adapted proactively in order to serve the disadvantaged sectors of the Hong Kong community, an exceptionally meaningful move as pointed out by both the course instructor Dr Jason Polley as well as his students. HKBU students came to appreciate these experiences that taught them to value their privileged positions in society and reflect on ways to do more in order to improve the lives of the less privileged around them.



# EURO2015 MODEL EUROPEAN UNION

Dr Martin Chung

In this course, students were introduced to the procedure and framework of international, cross-country and diplomatic negotiations. Participants enjoyed a unique opportunity to take part in the Model European Union (MEU). In this simulated EU summit, students acted as heads of nation states and obtained hands-on experience in preparing and conducting multi-lateral political discussions about pertinent global issues. Required to reach a political consensus, they also had a taste of the challenges involved in the decision-making process of the EU.

The primary objective of this course was to promote the integration of ethnic minority (EM) secondary school students and university students through collaboration in the MEU, embodying the chosen theme: migration and integration. On the first day the two groups met, they played ice-breaking games to mingle with others during the briefing session.





TREATS, the partnering NGO, also taught all participants basic communication skills, the necessity of respecting cultural differences, and introduced the racial and ethnic landscape in Hong Kong. Each secondary school student was then paired up with one HKBU student who served as a brotherly/sisterly figure to familiarise their assistants with the EU system.



In the following weeks, the unlikely pair continued to communicate through emails and texts, during which the junior mentees picked up some basic research and analytical skills from their peer mentors. When they met again for the summit, EM students assisted their heads of states in the process of debating and negotiation.

HKBU students also empowered them by giving them the chance to speak up on behalf of their respective nations. This process of empowerment captured the essence of the service-learning project as secondary school students received the rare coaching and mentorship from university students, fuelling their dreams for tertiary education. "My bro is handsome. I want to become like him one day, not only his look, but also to enter HKBU," said one of the secondary school students. Ultimately, we hope that this valuable service-learning opportunity has conveyed a message of hope and inspired a positive outlook in our minority communities.





# FILM4075

# FACIAL ANIMATION

Dr Kelvin Lee

Everyone's face is unique. Each of us has individual characteristics that we can associate to our faces. As such a defining feature, it is no surprise that many aspects of our lives and cultures are often shaped by facial features and expressions. It is our face that makes us who we are. In this course, students developed insights into emotional intelligence through character design and animation. This humanisation of character design and animation enabled students to build emotional attachment with the computer-generated models they were creating.

Their service project was forward-looking. They designed a full-day workshop for secondary school arts and computer science teachers who were interested in developing animation laboratory and curriculum. The goal was to contribute to the advancement of STEM education in Hong Kong through sustainable partnerships.



Together with the award-winning Shun Tak Fraternal Association Yung Yau College students and their teacher Mr Owen Chan (also an HKBU alumnus), a series of interactive and hands-on activities were conducted to introduce this creative media.



The workshop covered basic technical skills, emotion awareness and perspective taking. Our students extended their knowledge of animation beyond craftsmanship during the small group discussions by putting themselves into others' shoes and accommodating different points of view. One student, for instance, drew on her personal experience of menstrual pain to design a 10-second short animation, showing the desperation experienced when she could not find a seat on the train despite her facial expression of pain. Through the work, she hoped to convey an empathic message that city dwellers should be more observant and try to understand others' emotions and needs from their facial expressions.



Outcomes from this course can be expressed globally, amid the growing popularity of STEM education. Through mobile apps and computer games, animation plays a huge role in our lives, exposing nearly everybody to the wondrous possibilities of STEM in our daily activities. We hoped that through this exceptionally unique facial animation course offered by HKBU's prestigious Academy of Film, students would continue to express empathy and sincerity throughout the rest of their STEM-related education and career, recognising the precedence of humanity in modern societies.



At the same time, secondary school teachers gained some early exposure to the creative media, inspiring them to explore the possibility of setting up animation labs and curriculum in their schools.



# ELDERLY AND HEALTHCARE

COMP4117  
JOUR2106  
PRAD3056/ORGC3105  
PERM3016  
PERM3037  
PRAD3056

Information Systems: Design and Integration  
Data Visualisation for News  
Campaign Planning and Management/Organisational Communication Practicum  
Fitness and Recreation for Selected Population  
Motor Learning and Development  
Campaign Planning and Management

Caring is a fundamental part of HKBU's history. We take pride in our students who made good use of their academic knowledge and skills in offering direct services and indirect assistance to those who deserve much care and attention: the elderly, people on their sickbeds, the disabled and mentally challenged – just to name a few.

# COMP4117

# INFORMATION SYSTEMS: DESIGN AND INTEGRATION

Dr Martin Choy, Dr Jean Lai

Globally, the 21st century has witnessed unparalleled advancement in technology and information systems. More knowledge is available online than one could ever hope to learn in their entire lifetime. The purpose of this course was therefore to develop students' ability to make use of advanced software tools and programming techniques for the development of information systems. They were expected to apply methodological approaches to develop and integrate information systems through thorough analysis, good system design and comprehensive documentation. In an attempt to create authentic learning situations in the classroom, simulated activities were arranged to offer students the first-hand experience of working as a team on group projects in relation to system development, similar to what it would be like in the real workplace.



By working in different teams, students applied their knowledge in information system design to serve different stakeholders and the community at large. One of these stakeholders included WeCareBill Foundation, an organisation that aims to enhance the price transparency of different medical services. Students developed a chat-bot that showed the different pricing options so that patients could consider alternate affordable medical treatments. Secondly, groups of students also assisted The Gymnastics Association of Hong Kong, China to automate tedious manual procedures like membership application and course registration, streamlining the work for administrators, coaches and students enrolled in the courses. Last but certainly not least, another beneficiary of this programme was Cheung Sai-ho who was born with cerebral palsy.

Sai-ho had invented a voice-control computer software for those with similar disabilities to use the keyboard and the mouse. With the assistance of HKBU students, Sai-ho developed an online store to market his product to different NGOs and potential users. Sai-ho spoke highly of HKBU students, and other NGOs also gave very positive feedback.



Meanwhile, students exhibited greater confidence and empathy as captured in their reflections, which was equally promising and encouraging. It is hoped that through these service-learning endeavours, students have learnt how to use their scientific skills for the betterment of society, and realised that with hard work and dedication, miracles do happen.



# JOUR2106

# DATA VISUALISATION

# FOR NEWS

Mr Pili Hu

In the era of big data, this course sharpened students' professional skills in journalism to explore an array of subject matters close to heart. The application of case studies and hands-on practice of data visualisation enabled students to publish their own interactive web-based news project that featured real-world, data and information-driven stories.

One of the features of this course is that it had lined up with a wide range of NGOs – RainLily, UN Women Asia and the Pacific, CUHK Jockey Club Institute of Ageing – to address various pressing issues in Hong Kong: autism, drug abuse, sexual harassment, elderly problems, and gender inequality. Besides working closely with these NGOs to collect raw data, some students went further to conduct primary research and interviews with service users through questionnaires, including autistic children's mothers and teachers of SEN students.

After transforming data into visually pleasing blogs and websites, students continued making promotional efforts to share their hard work through social media platforms like Facebook and Instagram as well as Weibo and WeChat, hoping their works could reach beyond local audiences and raise broader awareness of the issues they explored.



# How Do Hong Kong Females Think About These Acts?

Hover over the graphics and find out the results!



A stranger touched your privates on the MTR without your permission



A stranger winked at you and smiled



Your uncle patted your butt and you feel discomfort



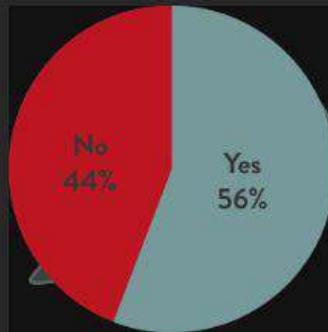
Consensual sex



Your boss told you a sexual joke which makes you feel uncomfortable



Your friend touched your breasts and you feel discomfort



Your classmate asked about the size of your breasts which makes you feel uncomfortable



Your intimate partner forced you to have sex with them even though you said no

Students' active engagement in the service-learning projects throughout the entire semester evoked a lot of thoughts and feelings. From liaising with the NGOs and obtaining the data to getting in touch with service users and designing the website with their talent, they contributed every step of the way, from start to finish. One student expressed, "While working on our project, we had a more intuitive understanding of sexual abuse in Hong Kong. We hope that our website can enhance greater awareness on this issue!" As a matter of fact, most students spoke highly of service-learning owing to its effectiveness in going beyond class materials. "We achieved a lot both in terms of website design and the meaningful in-person interviews. It is a semester of hard work with a lot of communication involved."



The course was largely a win-win for all parties involved. Not only did the marginalised communities in Hong Kong get their voices and untold stories heard, students also developed a sense of civility and empowerment through community involvement.

# PRAD3056/ORGC3105 CAMPAIGN PLANNING AND MANAGEMENT/ORGANISATIONAL COMMUNICATION PRACTICUM

Mr Henry Fung, Dr Timothy Fung

The cross-course collaboration between courses "Campaign Planning and Management" (PRAD3056) and "Organisational Communication Practicum" (ORGC3105) allowed students to experience the entire lifecycle of a management campaign, from idea generation to project implementation. Through the use of strategic planning, brand storytelling and concept expression acquired in PRAD3056, students developed project ideas and executed their plans in ORGC3105.

As part of the service-learning that extended beyond the classroom, students stepped into local neighbourhoods to plan and run advertising campaigns for three NGOs, namely Hong Kong Transplant Sports Association (HKTSA), Hong Kong Federation of Youth Groups (M21), and WeCareBill Foundation.



Students working for M21 conducted interviews on the street and produced a video promoting the use of positive psychology in parenting. "I would rather give birth to 'char siu' (Chinese barbecue pork) than you!" An interviewee recalled his unhappy childhood experiences. It is believed that through employing affection-focused strategies, parents can reflect on their parenting styles and apply the principles of positive psychology to support children's mental development.

As for the campaign for HKTSA, the group created a promotional video drawing public attention to organ donation. They drafted an interview guide and assisted video production by interviewing people who had undergone major organ transplant. The video was disseminated via social media in July 2019, providing new insights on organ transplant while showing support and care to patients.



It is hoped that students' works have raised public awareness of social issues including the difficulties faced by patients and problems associated with authoritative parenting. What's more, students have understood the importance of planning and management when it comes to implementing ideas effectively for their own campaigns in society.

# PERM3016

# FITNESS AND RECREATION FOR SELECTED POPULATION

Dr Kenneth Chen

If ageing is to be a positive experience, longer life must be accompanied by continuing opportunities for health and social security. Since 2014, the World Health Organisation has promoted the idea of "active ageing". However, in Hong Kong, over 60% of the elderly are overweight or obese, and 37% of them suffer from high blood pressure. This course was designed to promote the understanding and practical application of exercise among special populations. Through the service-learning experience, students learnt how to measure physical fitness and modify exercises to cater for different ages, medical conditions and special needs.

Students visited SAGE Wong Wha San Memorial Neighbourhood Elderly Centre twice in one month. Paired up with one elderly, each student first conducted fitness assessments for the elderly and designed a unique fitness plan to improve their muscular strength and flexibility. They also participated in a one-month exercise challenge that kept them motivated and on track.





By the end of the challenge, students revisited the Elderly Centre to conduct post-tests on the elderly's muscle strength and flexibility. "I can't slack off when you are keeping an eye on me!" said one of the elderly when taking a 2-minute knee lift test.

In some follow-up visits, students assessed the elderly's health status and reviewed the moves they had learnt earlier. One of our students encouraged the elderly to make exercise a habit even after the one-month challenge, reinforcing the importance of staying active.



"The elderly really like to have the students come and exercise with them. They enjoy chatting with youngsters very much – just look at their happy faces!" said Samson, a staff member of the Elderly Centre. Staying active does not solely mean staying physically well, but also staying connected with the society. Besides boosting the physical health of the elderly, students contributed to improving their overall quality of life by enhancing both their mental and social wellbeing.



# PERM3037 MOTOR LEARNING AND DEVELOPMENT

Prof Cheung Siu Yin

Even before the establishment of the Centre for Innovative Service-Learning in 2017, course instructor Prof Cheung Siu Yin had already incorporated service-learning projects into this course. Partnering with the Hong Kong Baptist Hospital Au Shue Hung Health Centre again, students choreographed a series of wellness dance and tailor-made games for the elderly.

On the fun day, students served as coaches for the elderly. Students stood by the entrance of the HKBU Madam Kwok Chung Bo Fun Sports and Cultural Centre to warmly welcome participants with high fives and cheers. Visiting HKBU for the first time, many of the elderly were excited upon seeing the sizable hall and experiencing our students' hospitality.







The rundown of the fun day was divided into several short sessions to allow plenty of time for breaks. With adequate preparation, students held all activities professionally with enthusiasm. They first showed the food pyramid for older adults and some healthy Chinese recipes, and then demonstrated a series of warm up exercises. The event reached its climax with a choreography to the Cantonese theme song of the popular cartoon *Dr Slump*. Enjoying the fun-filled sessions, all participants had a great time and looked forward to taking part in more similar activities.

A firm believer in service-learning, Prof Cheung valued the opportunity to put students on a steep learning curve, in terms of both academic knowledge and soft skills. She was also delighted to see how the two generations bonded over sports and exercises.



PRAD3056

# CAMPAIGN PLANNING AND MANAGEMENT

Dr Vivienne Leung

To hold a successful campaign requires creative ideas and meticulous execution. The proliferation of communication channels and the rise of social media also present numerous challenges to a campaign manager. In view of this, the course examined the steps involved in managing a successful campaign, from researching, planning, to managing, implementing and evaluating communications campaigns and programmes, offering insights into the qualities of a successful campaign strategy. Students were expected to analyse organisations and design appropriate campaigns and programmes for specific clients and sponsoring organisations. On top of practical application, students integrated public relations (PR), advertising and management techniques in developing their ideas and creativity.



Hong Kong is gradually losing taste for traditional arts, eager to embrace new businesses and technologies. Responding to this phenomenon, students developed PR and advertising campaigns for Eldage, a local social enterprise that provides a platform to promote local indigenous culture. Students interviewed local craftspeople and narrated their stories through a series of photo collages and videos.



Through social engagement and mutual respect, they also co-created communities by designing and making a wide range of products with local characteristics: keychains, luggage tags, lightboxes, etc. Well-received by different members of the communities, the products were then promoted within their respective circles. Both Eldage and HKBU students hoped that this project could preserve traditional handcrafts of local culture and keep them from fading into oblivion.

# ENVIRONMENTAL CONSERVATION AND SUSTAINABILITY

ECON3075  
GDCV1095  
HIST4145  
POLS2015  
VART2306  
VART4086

Service-Learning in Sustainable Development  
Object and Heritage  
Historical Anthropology of Chinese Society  
Government and Politics of Hong Kong  
Art in the 20th Century II  
Further Studies in Studio and Media Arts (Installation Arts)

While direct services focus on addressing immediate needs, advocacy projects target at analysing root causes and making lasting changes. In the era of globalisation, both cultural and environmental conservations matter. We see students' hard work and creativity in preserving cultural heritages and promoting environmentalism. Imbued with HKBU's Global DNA, students become global citizens with a sense of commitment to the world and Mother Nature.

# ECON3075

# SERVICE-LEARNING IN SUSTAINABLE DEVELOPMENT

Dr Aries Wong

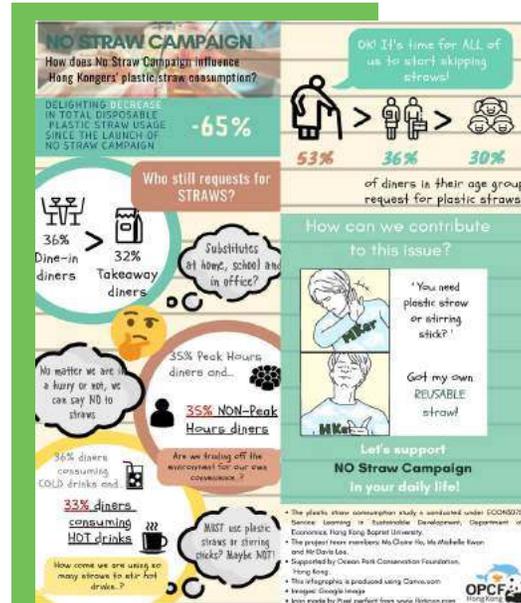
Sustainable development is generally understood as the development that meets the present needs without compromising the ability of future generations to meet theirs. Through service-learning, this course promoted students' awareness towards the importance of striving a balance between economic development, social inclusion and environmental impact.

Students developed service projects to address three issues related to sustainable development. Working with The Conservancy Association Centre for Heritage (CACHe), the first group promoted national Hong Kong Intangible Cultural Heritage (ICH). To promote The Dragon Boat Water Parade, Tai O's long-standing tradition, they produced a dragon boat prop for photo taking and attracted many local and foreign visitors on the day of the festival. Their hard work was highly appreciated by CACHe. Thanks to this successful experience, the course has now established a collaborative partnership with CACHe for a project under the ICH Funding Scheme – an initiative to conserve the culture of ancestor veneration.





Another group of students working with Operation Blessing Hong Kong assisted in holding family relationship building activities to provide support to families of children with autism spectrum disorders. They also launched community awareness and education programme to help shape a more inclusive society for people with different needs and abilities. The last group worked with Ocean Park Conservation Foundation Hong Kong, facilitating the Foundation in organising the project "ECF Ecology and Conservation 101: Grooming the Next Great Ecologist" to deepen secondary school students' understanding of Lantau's natural environment and rich biodiversity.



Through the expanded partnership and collaboration with NGOs, students built knowledge of sustainability, a greater sense of citizenship and social responsibility. It became clear that a single-minded focus on economic growth is less than desirable, as sustainable development is achieved by simultaneously maintaining a vibrant economy, social progress and a high quality environment.

# GDCV1095

## OBJECT AND HERITAGE

Dr Sarah Ng

Objects embody the material traces of human experiences, shedding light on how our ancestors oriented themselves in the world. In this course, students delved into recent debates on urban development and heritage preservation, things and memories, and associated myths and traditions in the last standing indigenous village on Hong Kong Island: Pokfulam Village.

Reaching out to the community of Pokfulam Village, students interacted with the local residents and studied different objects and historic building structures. To go beyond vicarious learning and materials from lectures and textbooks, these first-hand experiences facilitated active reflection on the relationship between objects and the community. As documentation is not limited to oral history and photography, students applied anthropological and art techniques acquired in class, such as rubbing with charcoal and paper and mould casting with clay to record the decorative patterns of objects, including gates, door, road signs, window motifs and inscriptions. During the field visit, they also worked with Pokfulam Village Cultural Landscape Conservation Group to clean up an abandoned road near a historical building.





POST NO BILL  
不准標貼



OUTLET

電 錶



lamVillage.org  
Newham Village City



歡迎光臨  
電話: 35311568

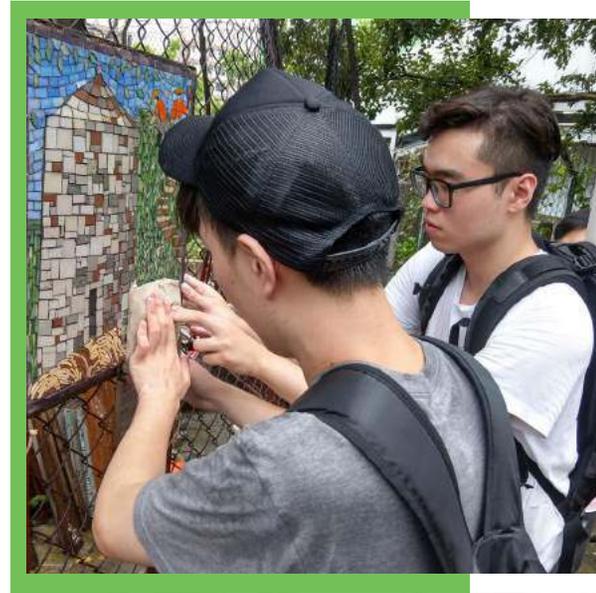
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Premium BANANAS  
Del Monte  
Premium BANANAS

Wrapping up the experience, students consolidated and presented their findings with research-based posters and creative works. An exhibition "Our Land Our People" was held in the Warehouse Teenage Club in Aberdeen. They compared their findings with other historical villages in Hong Kong, highlighting the cultural significance and uniqueness of Pokfulam Village. There were also recommendations on ways to revitalise and preserve its precious heritages. The documentation was published in a booklet and stored in the digital archives of Pokfulam Village for future promotion and research.

This project, through art creations, successfully contributed to the restoration and documentation of both the lived and the living – tangible heritage assets and intangible culture. "While this GE (General Education) course is much more demanding than others, it is the best one I have ever taken! We participated in many field trips and services. I think we played a unique and meaningful role. I hope our documentation could reach the citizens of Hong Kong, overseas scholars and visitors," said Sheng Wen, one of the participating students.



# HIST4145

# HISTORICAL ANTHROPOLOGY OF CHINESE SOCIETY

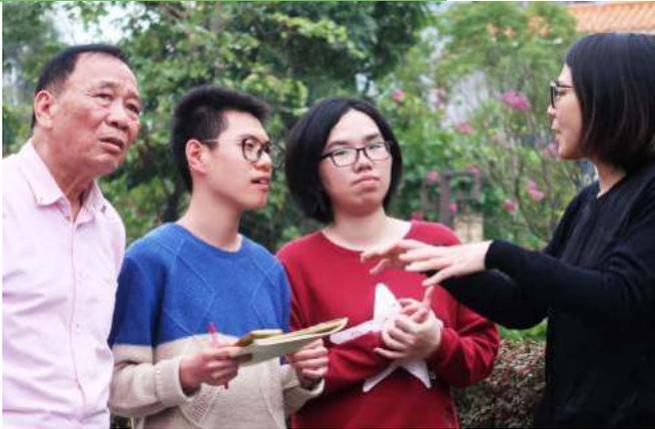
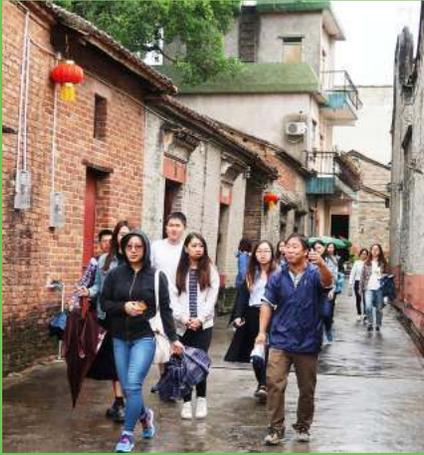
Dr Kwok Kam Chau

Integrating literature and field studies, this course on historical anthropology examined Chinese history in the context of local communities. Through a bottom-up approach, students studied the Chinese society with a focus on community vitality.

In collaboration with Yan Garden, an innovative hub promoting arts and culture in Dongguan, the course offered students the opportunity to visit the Old Village of Tang Wei (Ming/Qing Dynasty), Weiyuan Fort (Qing Dynasty), Yan Garden (Economic Reform Period) and a Mainland-Hong Kong joint venture. By visiting these sites, students learnt about the development of Dongguan in different periods. Most rewardingly, students interviewed a few local elders who had played important roles in the history of Yan Garden. They were once the principal and teacher of Self-Learning University, and the manager of Yan Hotel, both of which were buildings that existed before and the place was repurposed into what is now known as Yan Garden.







After the field trip, students put what they had observed and heard in words. Their creative writings explored the importance of Yan Garden throughout the 500-year history of Ming/Qing Dynasty, covering topics including Dongguan tourism and the business of traditional perfume, the transformation of education system from Ming/Qing Dynasty to Economic Reform period, etc. The articles, revised by course instructor Dr Kwok Kam Chau, would be published on Yan Garden's social media platform and printed visitors guide. It is hoped that these pieces would enrich local residents' understanding of Dongguan's history.

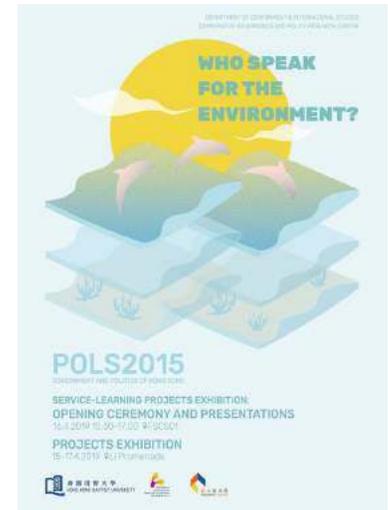
"The students got to know some old residents, and learnt the modern history of Dongguan through interviews. They would not have been able to access this valuable first-hand oral history through lectures and textbooks," said Dr Kwok. "It was an eye-opening and thought-provoking experience for them to understand how individuals responded to government policies during the Cultural Revolution and Economic Reform."

# POLS2015 GOVERNMENT AND POLITICS OF HONG KONG

Dr Kenneth Chan

In this course, students became acquainted with the government institutions and developments responsible for Hong Kong's post-1997 political and social changes. Students learnt about different social issues and policies that were currently affecting the communities at large. They also examined critically the major theoretical debates about the long-term continuity of the political system, as well as possible changes conducive to the betterment of Hong Kong.

Since the completion of the Hong Kong – Zhuhai – Macao Bridge, there has been a heated debate in the society, with environmentalism as one major concern. This course encouraged students to scrutinise and comment on governmental policies in relation to the protection of the environment from the perspectives of different stakeholders. Students were assigned to investigate different environmental issues facing Hong Kong today. After attending briefing sessions with relevant NGOs like WWF (World Wide Fund for Nature) Hong Kong and Greenpeace, they used their creativity and innovative thinking to design political campaigns and promotional materials.





STOP PINK FROM GOING EXTINCT!

#救救白海豚

FREE HUGS  
To say... POLS 2015

Instagram  
save.dolphins  
260,047 Likes  
#STOP\_PINK\_FROM\_GOING\_EXTINCT

GOVERNMENT AND POLITICS OF HONG KONG

I ♥ HKBU

What made this course even more exciting was the participation of quite a number of exchange students who were interested in the politics and governmental structures of Hong Kong. Grasping the opportunity to widen students' perspectives, the course instructor, Dr Kenneth Chan, split the class in groups with both local and international students in each. They discussed and debated issues surrounding environmental policies, taking different stances while respecting each other's viewpoint. In the process, students practiced how to deal with opposing voices in society and politics at large. Different groups came up with mind-blowing deliverables, ranging from a Save the Chinese White Dolphins campaign featuring students dressed up in dolphin costumes in Tsim Sha Tsui to raise public awareness, to an official letter written to President of China Xi Jinping to express the grievance of Hong Kong people regarding the Bridge.

In this advocacy service-learning project, students interviewed different stakeholders in the city to come up with a different approach of service-learning to yield equally impactful results.



# VART2306

## ART IN THE 20TH CENTURY II

Dr Sarah Ng

A small piece of painting opens the door to better understanding and appreciation of art and heritage preservation in Hong Kong. This course was designed to offer further insights into the processes and events about visual arts within the context of socio-political, economic and cultural developments in 20th century China.

To familiarise themselves with local art history and culture, second-year Visual Arts students carried out researches and visited local communities to interview local residents. They shared their findings and feelings in the form of bookplates, a disappearing art. Applying what they have learnt about the influential and canonical artistic styles of the 20th century (both in the East and in the West, such as the Lingnan school of art, cubism, impressionism, etc.), these young artists created 300 bookplates revolving around four themes: Heritage and Culture, Campus Life, Food, and People. This project raised public awareness of art objects surrounding us and used bookplate art to represent the organic dialogue with the community, introducing the notion of "community art" to our society.



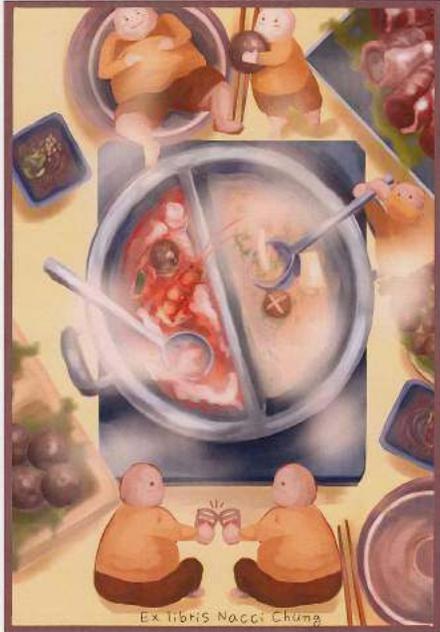
Lim Ching Yung  
*Loop*, 2019



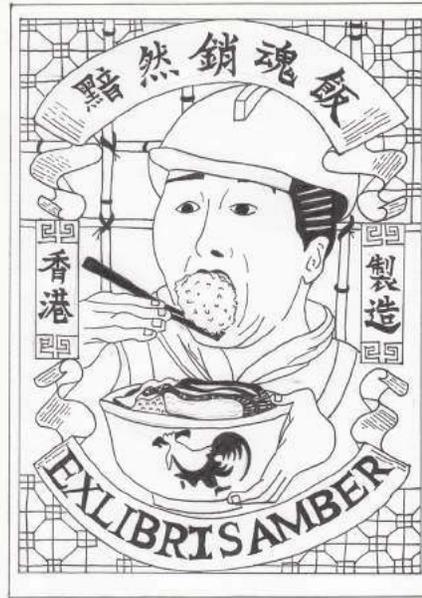


To strengthen the connection between the local community, public audiences and students, the works were disseminated through social media and the exhibition "Peregrination in Bookplates" held at HKBU Library. There was also an opportunity for students to present their community reports, a compilation of findings and views on community art, recommended routes for exploring art in various local districts, and entries of selected art objects.

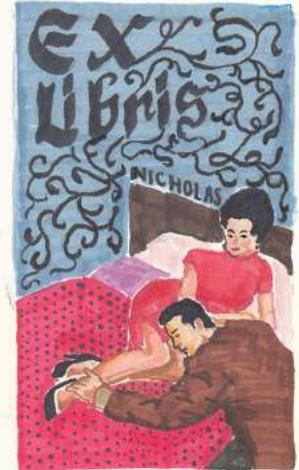
Through service-learning, this project also aimed at promoting bookplate art, an endangered cross-cultural art form, and increasing students' sense of belonging to their community. Lim Ching Yung, a student who visited Tung Chung in a field research, recalled, "The field interview was really a mind-blowing and engaging way of learning. The local residents shared collective memories about Tung Chung." Following the field visit, she created *Loop*, a bookplate in Lingnan style, to depict Tung Chung residents' recurrent hard work to make a living, day in and day out.



Nacci Chung  
Hot Pot, 2019



Amber Ng  
BBQ pork and fried egg with rice, 2019



Nicholas Kwok  
In the Mood For Loving movies, 2019

# VART4086

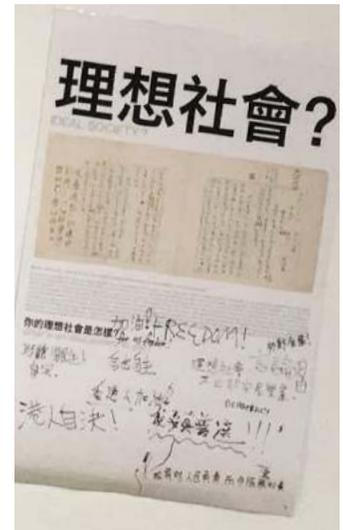
## FURTHER STUDIES IN STUDIO AND MEDIA ARTS (INSTALLATION ART)

Prof Leung Mee Ping

This course aimed at providing students an opportunity to study in-depth selected topics on contemporary issues related to various creative practices in studio and media arts. It guided students to integrate various points of view in developing their own critical judgement on the topic of inquiry.

This was a pioneering collaborative programme between HKBU's Academy of Visual Arts and the renowned Zurich University of Fine Arts (ZHdK). In summer 2019, students from both institutions stationed in a recycling store in Yau Ma Tei. Guided by instructors, students made the most of such immersive "community classroom": studying the antiques in the shop, learning from the store owner how and why things went from "trash" to "treasures", and talking to local residents about the development of Yau Ma Tei.

"Recycling store is a bearer of community culture," said the course instructor Prof Leung Mee Ping. "Between dumping and keeping, the store facilitates dialogues in the community." From a paper bag from the 60s, an old record, to an unwanted god statue, students explored the cultures and histories of individuals and the community.





嚴禁吸煙  
NO SMOKING  
嚴禁吸煙  
嚴禁吸煙

Following the experience, students reflected and responded to their observations with art creations. These artworks not only showed students' newly established connection with local people and things, but also a contemporary dialogue with a bygone era. Through the ZHdK students, the untold stories behind the quirky and visually stimulating Yau Ma Tei also travelled to other countries.

This interdisciplinary, practice-based and socially engaged programme was highly valued and appreciated by institutions, students and the community. Representatives from ZHdK described it as the best exchange programme they have ever held in Hong Kong. As one HKBU student remarked, "Working with the foreign students was a valuable opportunity. We might have different opinions and cultures, but communication was the key to achieving our target. As a Hong Kong student, I would say it is an honour and a major turning point in my school life."





# LOOKING FORWARD

Challenges continued from the turbulent times of 2019 to the coronavirus outbreak in 2020. With crisis comes opportunity, we witnessed the birth of new pedagogies, innovative teachings and learning methods, as well as new ways to extend our care and creativity to the community. We believe that social distancing does not necessarily mean social isolation. HKBU has taken timely measures to contribute to the society in one of the most difficult periods in our city's history. That ironically reminds us of the twofold essence of service-learning: there is perhaps more to learn, and even more people we need to serve, when the community is suffering from hardships. Caring, we reckon, is always the best cure.

We have got a lot to look forward to for service-learning in academic year 2020-21. A number of sizable and overseas projects are in the pipeline. HKBU's brand new co-working space TriAngle will be hosting a wide range of social innovation activities. While new courses will be offered alongside Level 3 GE Capstone service-learning courses, we will also have courses running for the third time. Our empathetic spirit shall continue to snowball to create impacts.

# ACKNOWLEDGEMENT

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**Caring: from the community to the environment**

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