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School of Creative Arts 創意藝術學院
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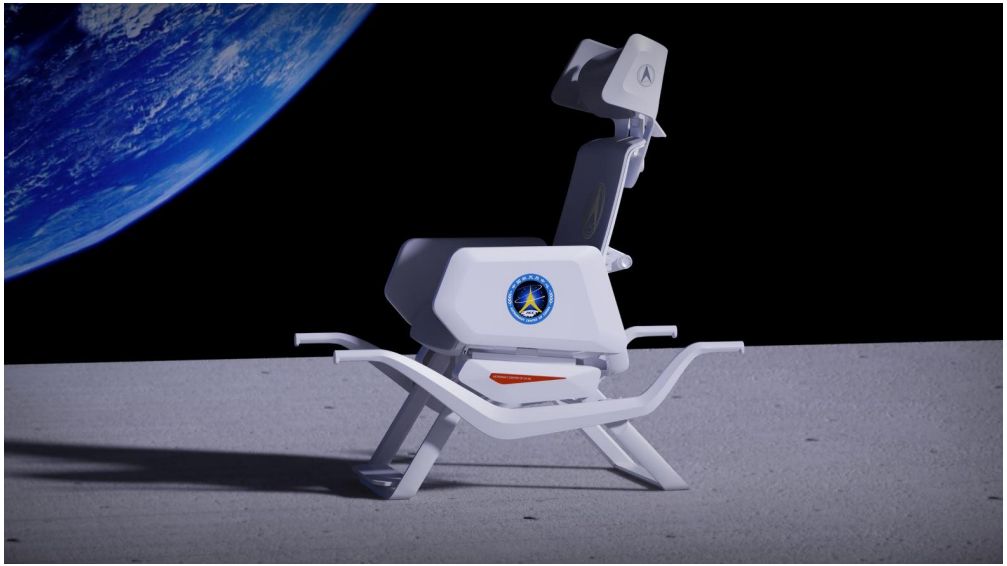
浸大電影學院 academy of film hkbu
ACADEMY OF VISUAL ARTS 視覺藝術院

***Exploring the Boundaries of Culture, Creativity and Technological Innovation*:**

The Design of Astronaut's Landing Chair



Anna

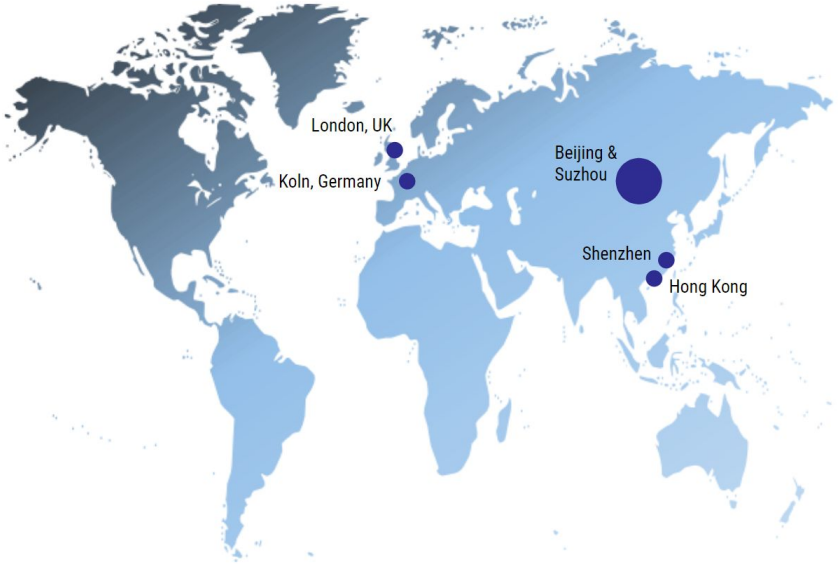
Lai-yin QIN

Assistant Professor (Product Design)
Academy of Visual Arts

Assistant Dean, School of Creative Arts,
Hong Kong Baptist University

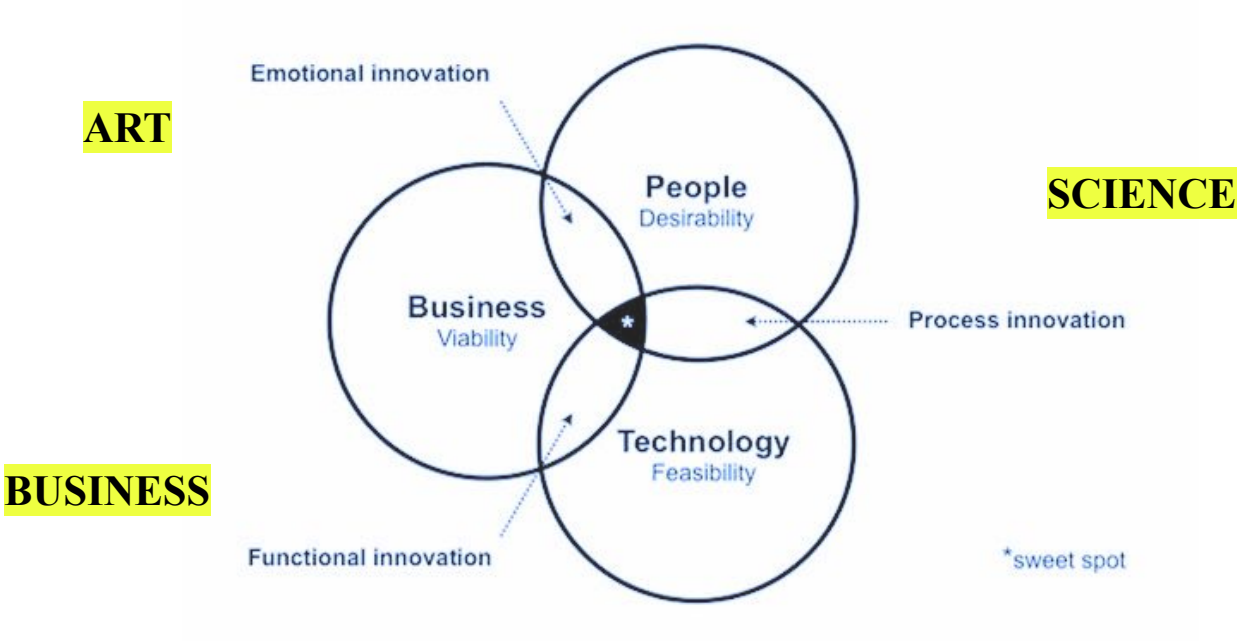
Disciplines:

- Design psychology & philosophy studies
- Human-centered design (HCD)
- Sustainable Design Thinking
- Craftsmanship & Maker Culture
- Industrial manufacturing processes + materials
- Entrepreneurship & innovation
- Commercial product & services solutions design
- UX & UI
- Branding & marketing



BA Hons, Product Design CSM-UAL, UK;
M.Phil. Biomedical Engineering CUHK, HK

Educator / Researcher / Designer



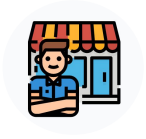
The growing possibilities in creative processes of art and design allows us to accommodate the **evolving needs of the industry and society** through innovation.

Interdisciplinary Research Directions

Entrepreneurship-related:

1st Stream:
Innovation Technology Collaborations

2nd Stream:
Healthcare and Wellness On-The-Go



3rd Stream:
Entrepreneurial Innovation for Marketing Needs

Sustainability-related (SDGs):

"WE SHAPE OUR TOOLS, AND THEREAFTER OUR TOOLS SHAPE US."

Marshall McLuhan

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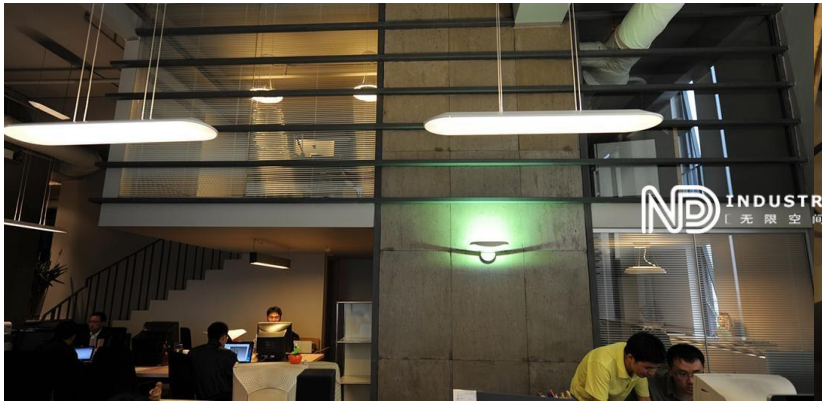
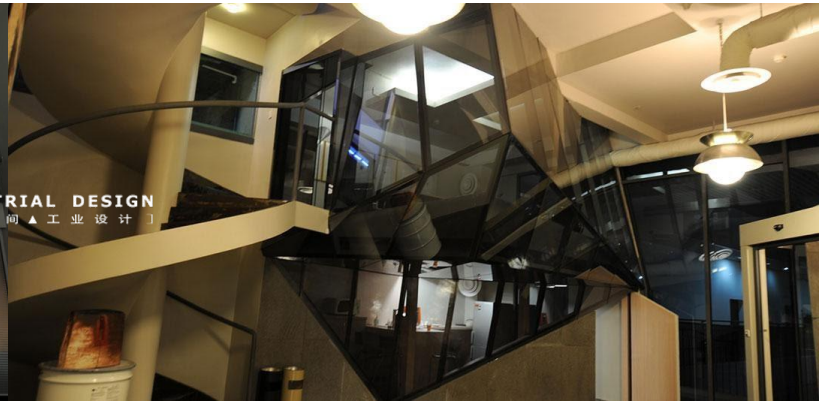
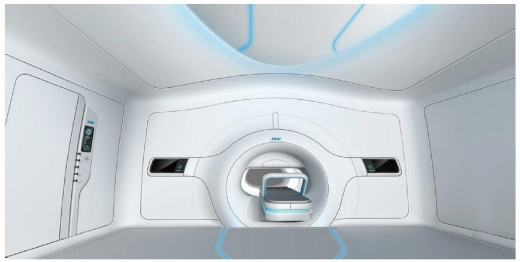
Three Generations of **Landing Chair for ACC**





Visual Field Analyzer

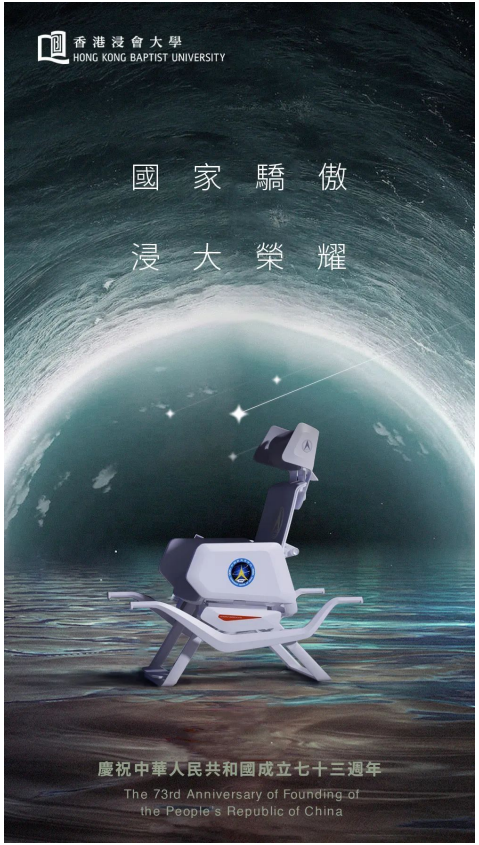


Whole body gamma knife

Magnetic field therapy bed

Landing chair for the Chinese Astronauts

More Design Stories on **HKBU Newsletter**

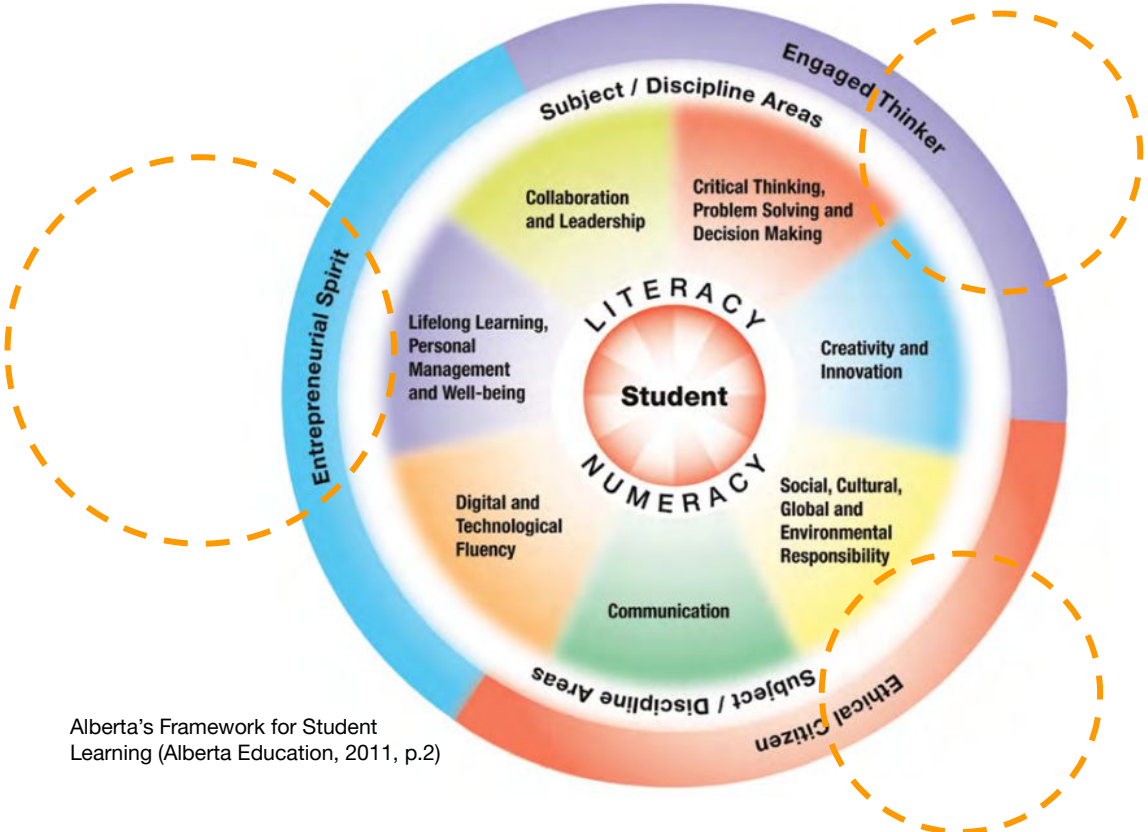


← OCT 2022

← NOV 2021

21st Century Competencies

/ Culture, Creativity and Technological Innovation



Alberta's Framework for Student Learning (Alberta Education, 2011, p.2)

4"C"s: content, context, culture, and collaborator.

21st Century Competencies

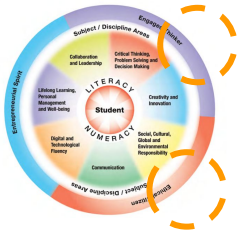
/ Culture, Creativity and Technological Innovation

Technologies	Key Transformational Learning Practices/Contexts	21st Century Competencies
Visualization Help students to master abstract concepts Examples: • 3D printers • Interactive maps • Graphing tools • Concept mapping tools	• Differentiated instruction • Student discovery/mastery • Elimination of barriers to higher-order thinking • Learner autonomy • Timely, descriptive feedback	• Coordination • Communication • Metacognition • Analysis • Numeracy • Problem solving and reasoning
Storytelling and Creation Develop students as knowledge creators and communicators Examples: • Video/music production tools • Presentation tools	• Student choice and voice • Student creation and iteration of knowledge (deeper learning) • New partnerships in learning • Authentic, real-world learning tasks and audiences	• Communication • Collaboration • Intellectual interpretation • Creativity • Innovation • Digital literacy • Digital citizenship
Immersive Media and Simulation Situate learning in real-world and augmented realities Examples: • Virtual worlds • Interactive games	• Authentic, real-world learning tasks • Student creation • Student discovery/mastery • Personalized learning • Timely, descriptive feedback	• Cooperation • Conflict resolution • Curiosity • Grit and perseverance • Self-efficacy, initiative • Problem solving and reasoning • Creativity and innovation • Critical thinking

Connections between technologies, their key transformational learning and practices, and competency development (21st Century Education, 2015)

21st Century Competencies

/ Culture, Creativity and Technological Innovation - sustainable design thinking



- Problem-solving of real-world social / environmental issues through alternative and action-based teaching and learning

- By understanding these challenges, students can cultivate a desire for difference and change perceptions regarding design's role in addressing global issues

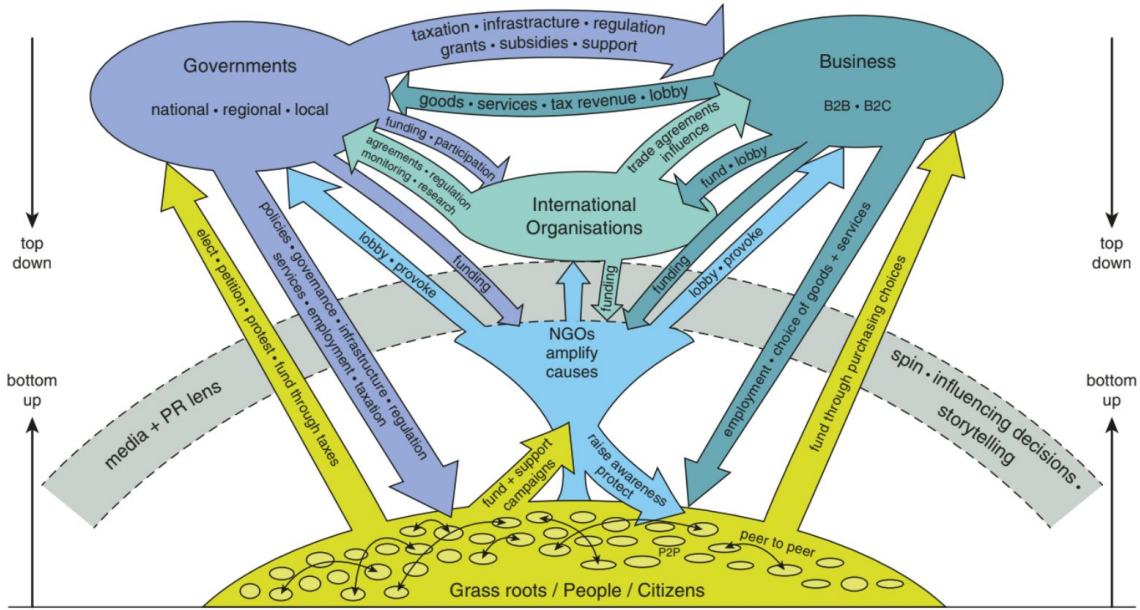
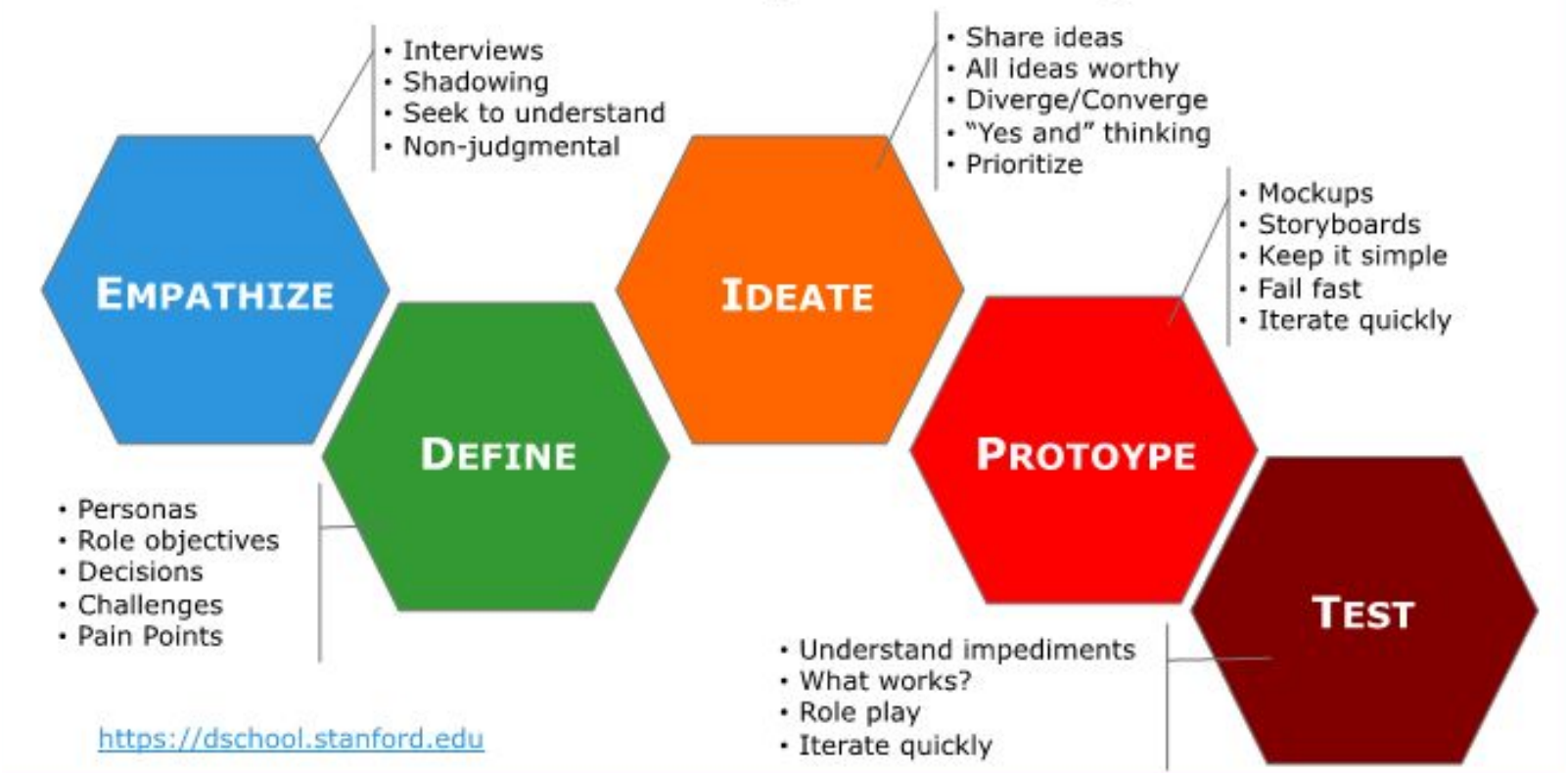


Figure 1.17 Key players for sustainability: spheres of influence and flows of power. (source: Jane Penty)

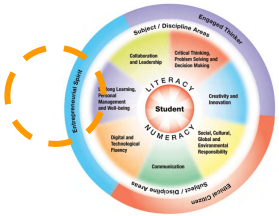
Penty, J. *Product Design and Sustainability: Strategies, Tools and Practice.* Routledge, 2020.

Theory I : Design Thinking (& sustainable development)

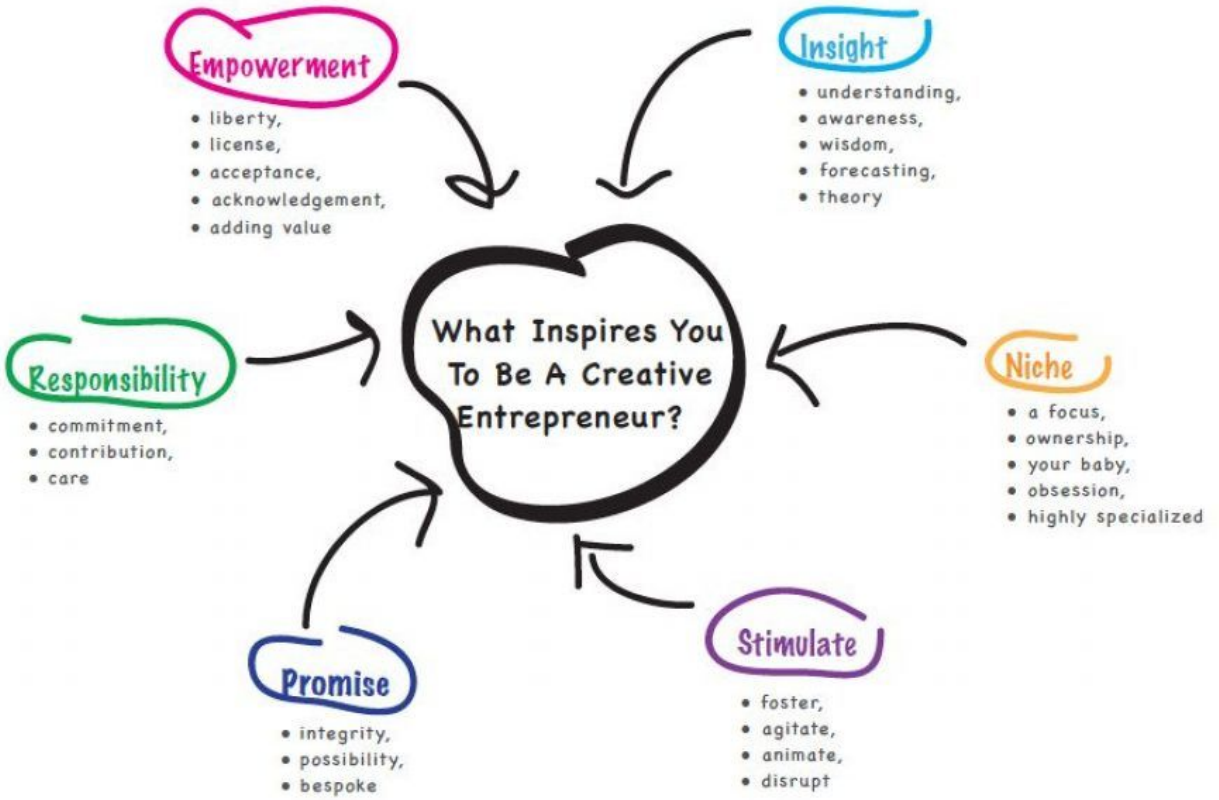


21st Century Competencies

/ Culture, Creativity and Technological Innovation - entrepreneurial mindset

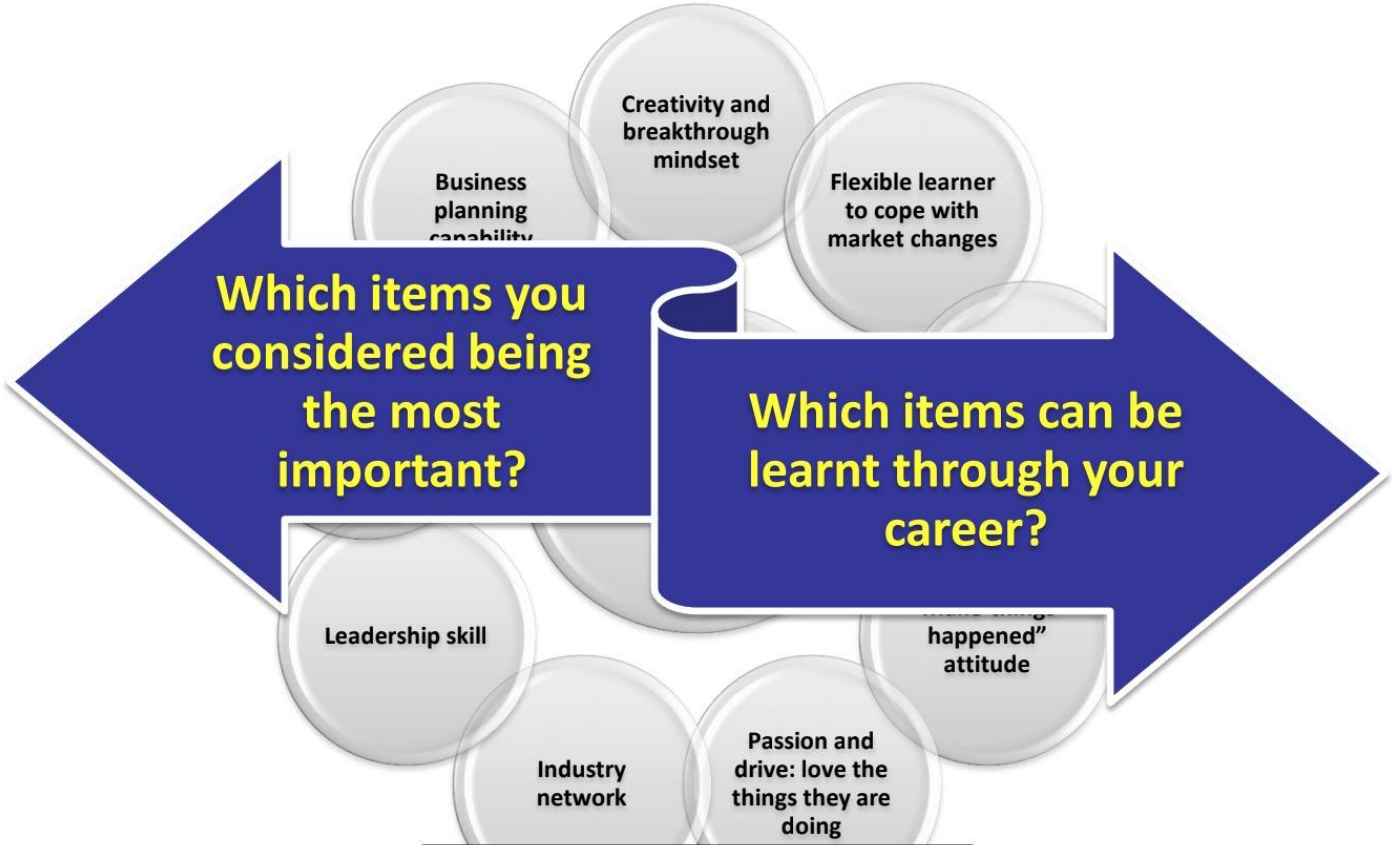


- reflect the evolving needs of the industry and society
- integrating complementary research- informed teaching practices



21st Century Competencies

/The Qualities - important traits of entrepreneurship in the creative industry



The Cultural Economy

/ based on UNESCO's Framework of Cultural Statistics

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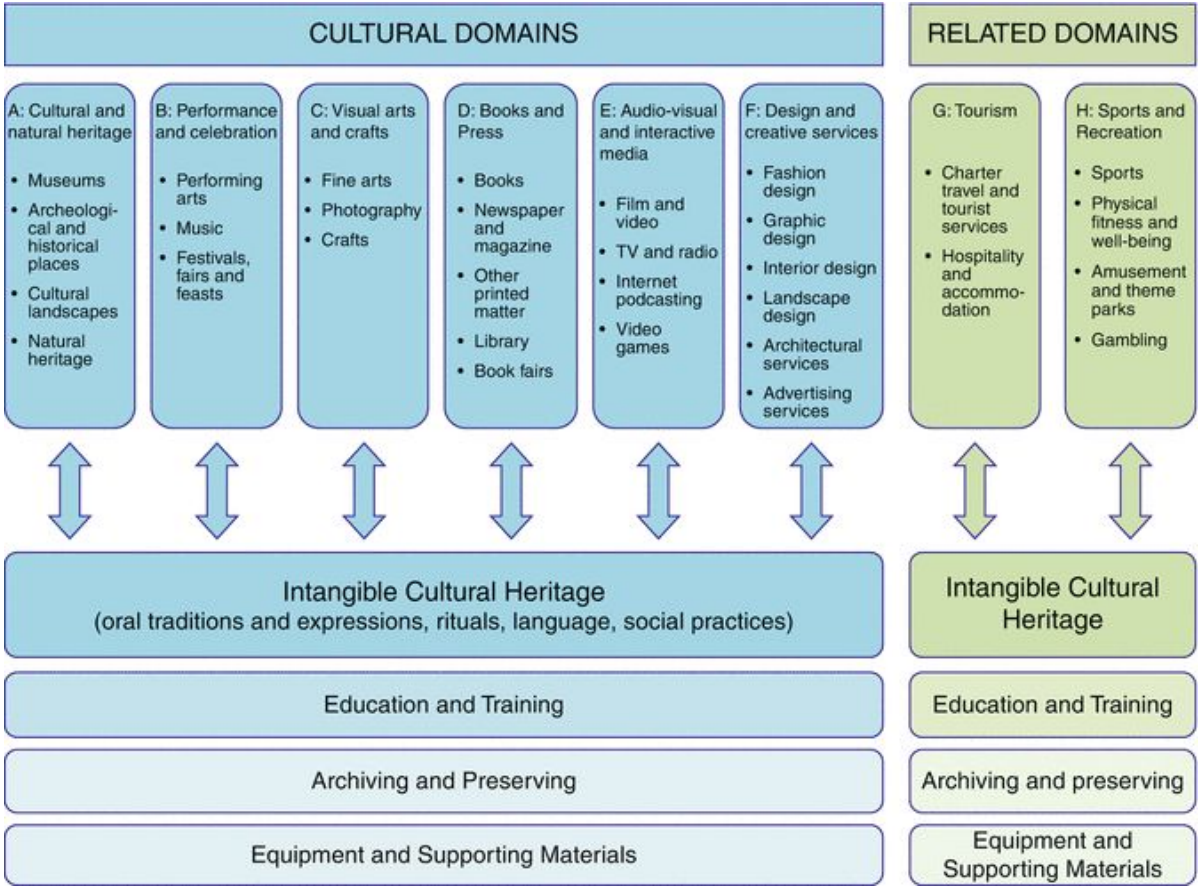
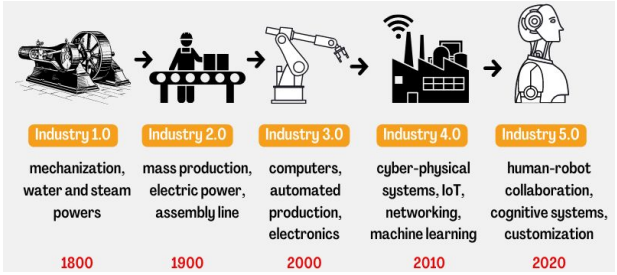
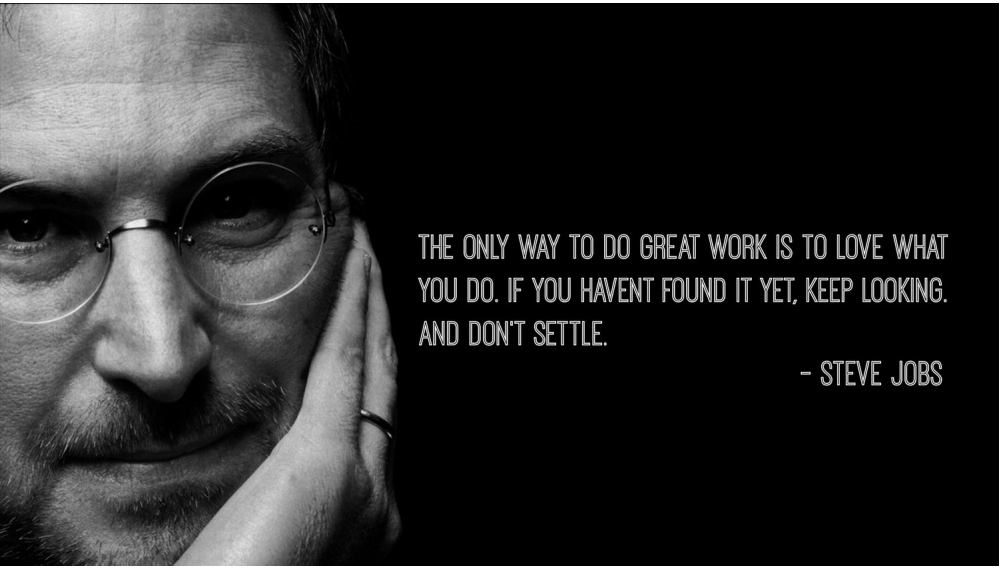


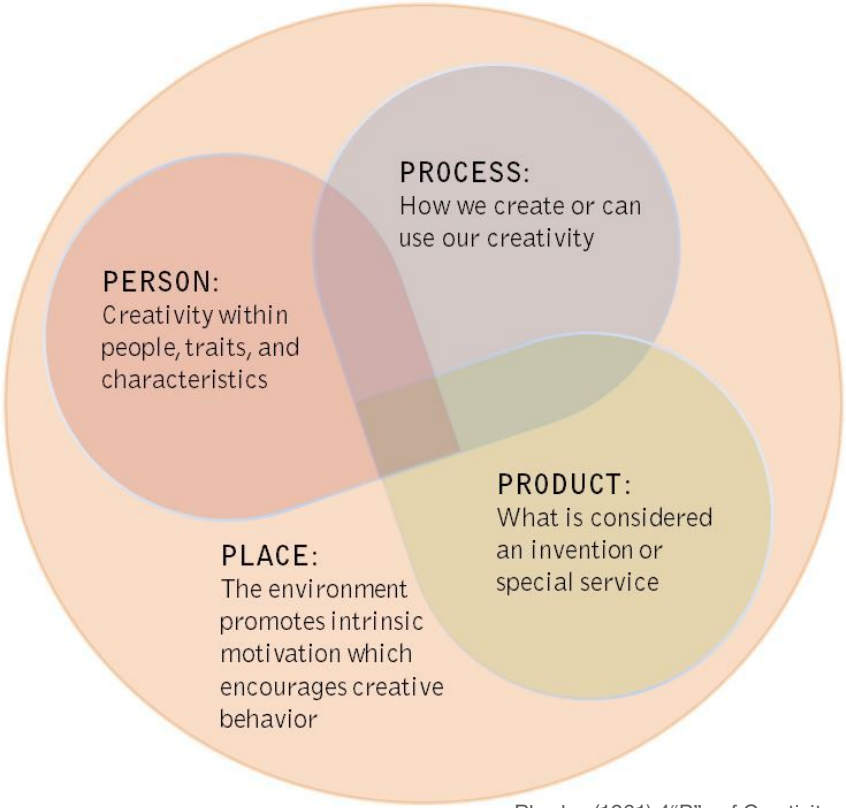


UNESCO Framework for Cultural Statistics, 2009 p.24

Nurturing Future Creative Leaders

/ The 4 “P”s of Creativity





Rhodes (1961) 4“P”s of Creativity

Critical Thinking & Creativity

/ connecting knowledge

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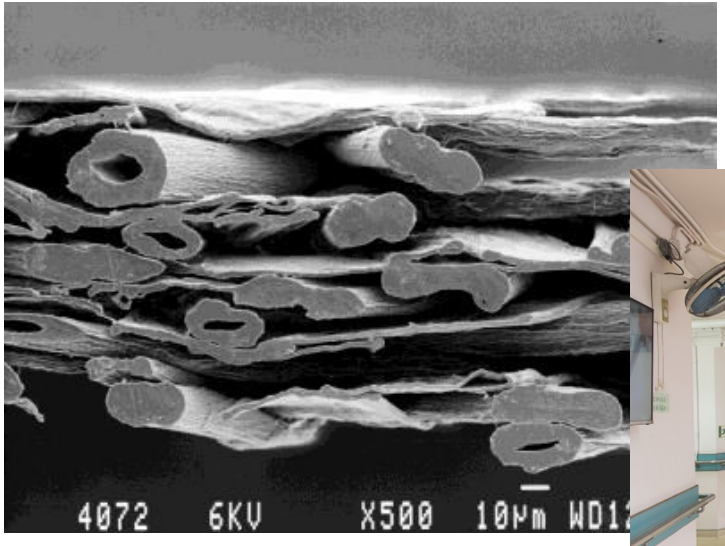

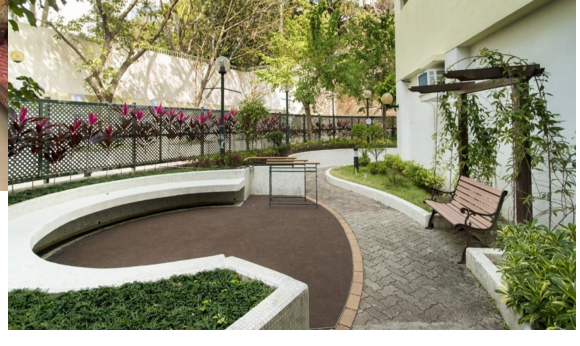

3 Academies | 7 Unique Programmes

- Bachelor of Arts (Hons) in **Music**
- Bachelor of Music (Hons) in **Creative Industries**
- Bachelor of Arts (Hons) in **Film and Television**
- Bachelor of Fine Arts (Hons) in **Acting for Global Screen**
- Bachelor of Arts (Hons) in **Visual Arts**
- Bachelor of Arts and Science (Hons) in **Arts and Technology** *
- Bachelor of Arts (Hons) in **Business Administration** (Global Entertainment) *

*Offer by the Division of Transdisciplinary Undergraduate Programme (DTUP)

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/ Facilities - creative experiences

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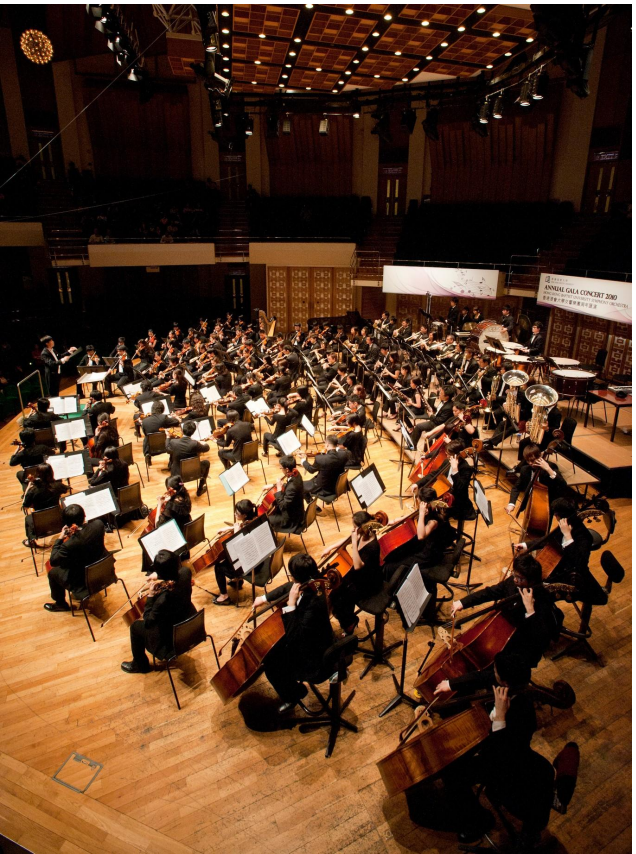

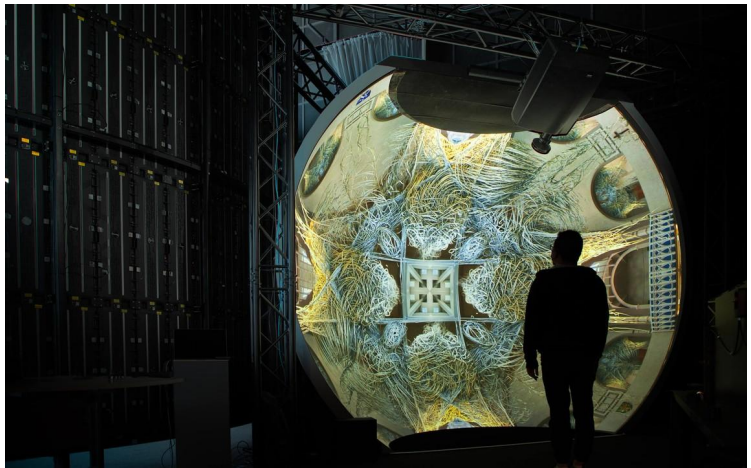

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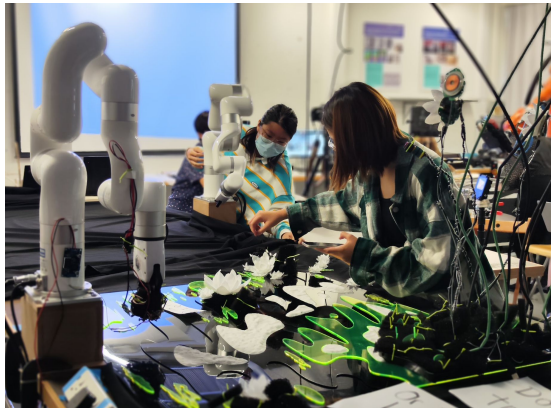
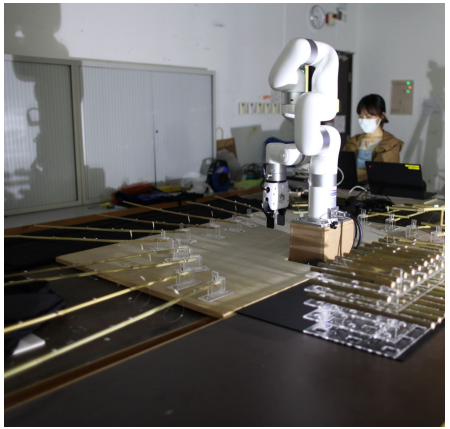
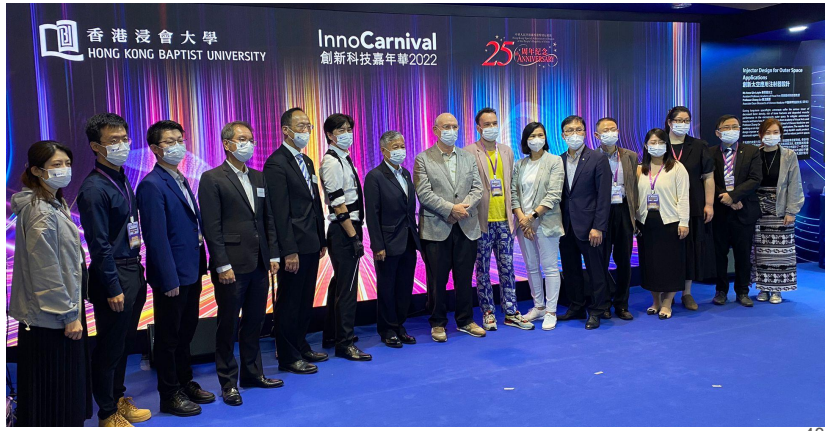
/ Creative Outputs - concepts to products







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/ Creative Outputs - research led education

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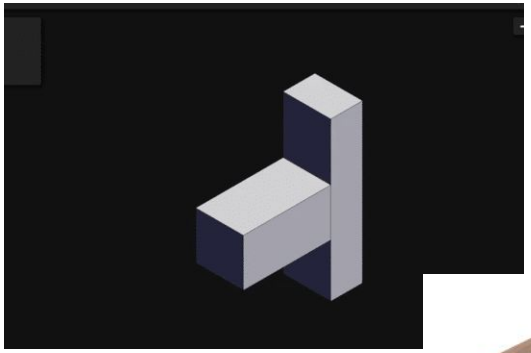
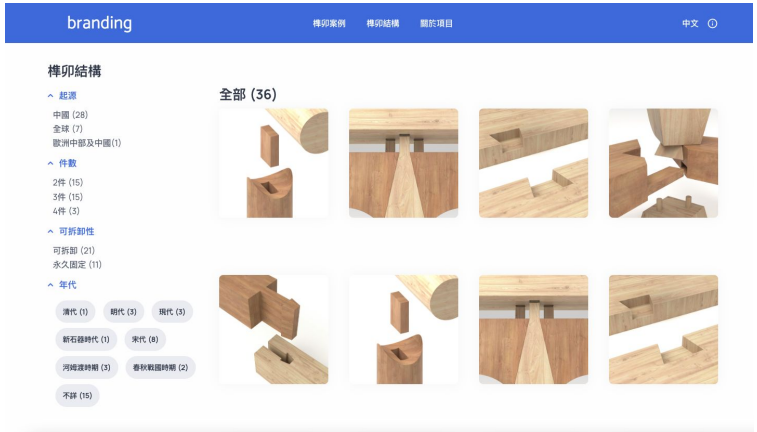


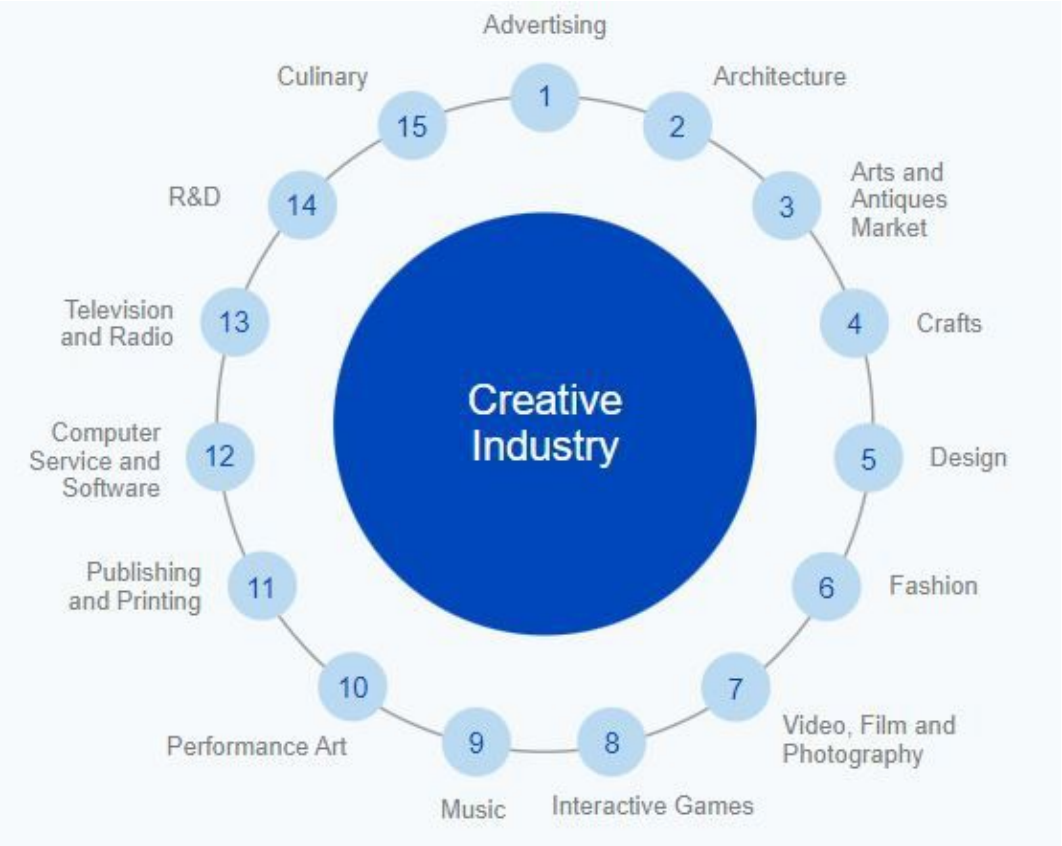


School of Creative Arts

/ Opportunities - industry and career

Creative Industries

/ the creative workforce



Peter Waters (Gilbert + Tobin, 2022). *Long on creativity: short on digitalisation*. Lexology.

Campus

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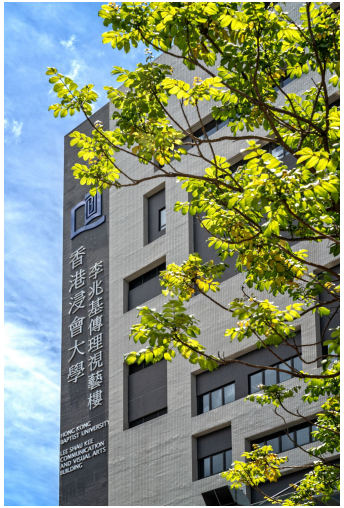
Kowloon Tong Campus

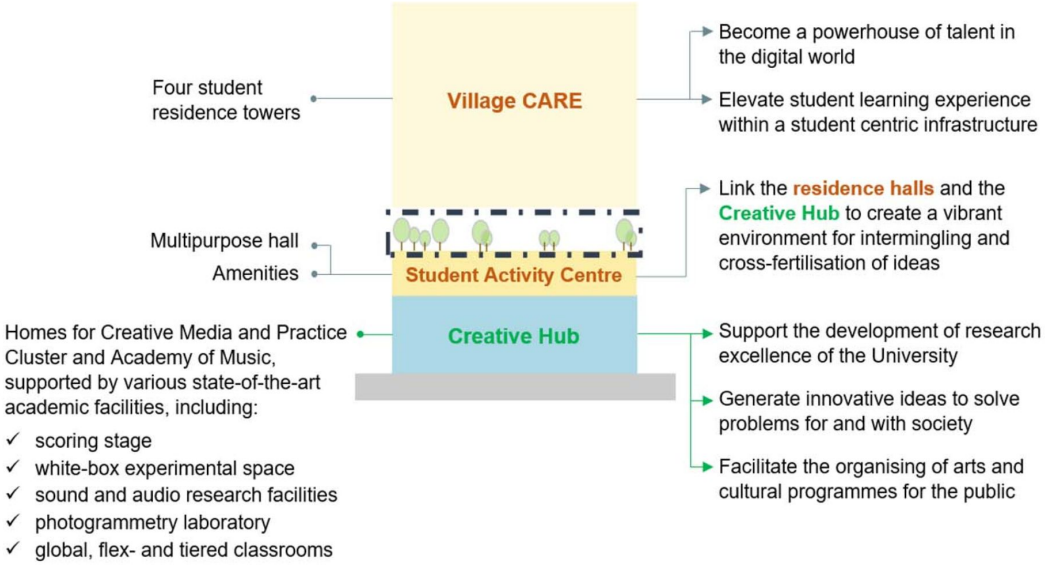


Kai Tak Campus

(former Royal Air Force Officers' Mess)

Jockey Club Campus of Creativity

/ residential education + creative hub



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浸大電影學院 academy of film hkbu

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THANK YOU

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FOR ENQUIRY

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