

**Autumn/Winter
2022 Workshops**

October 3, 2022 - March 31, 2023

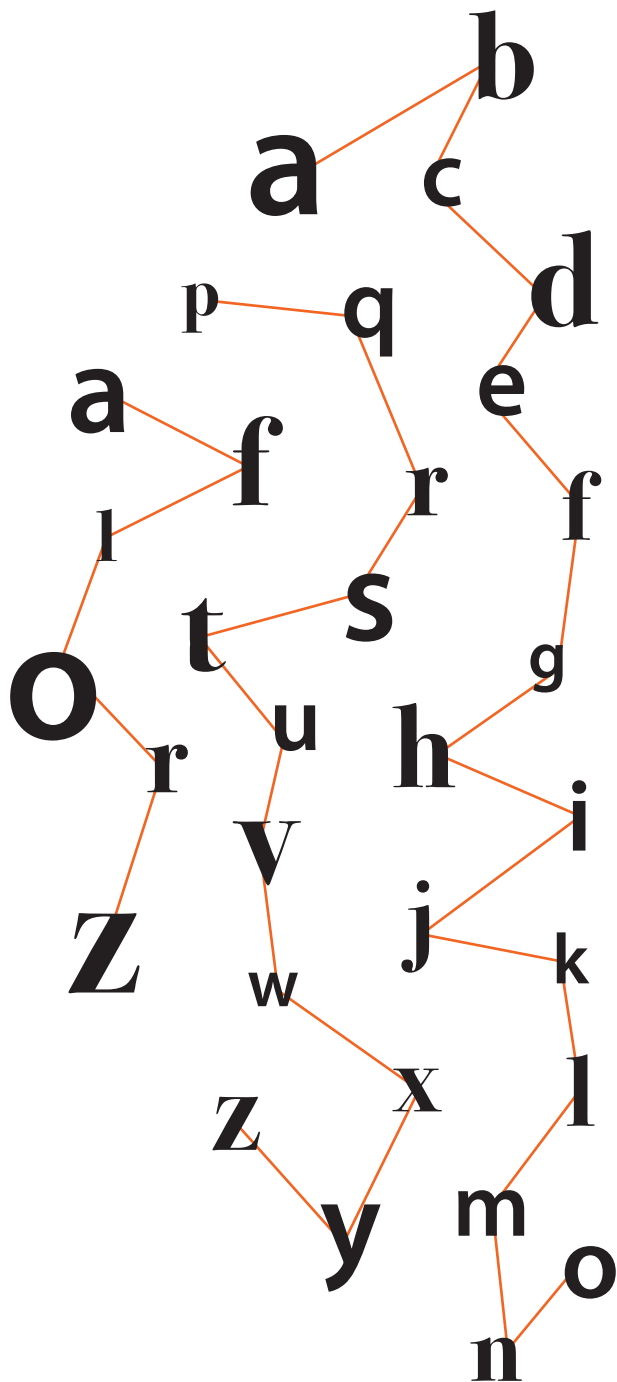
Western/Chinese Calligraphy
The Art of Book Binding
Ceramics

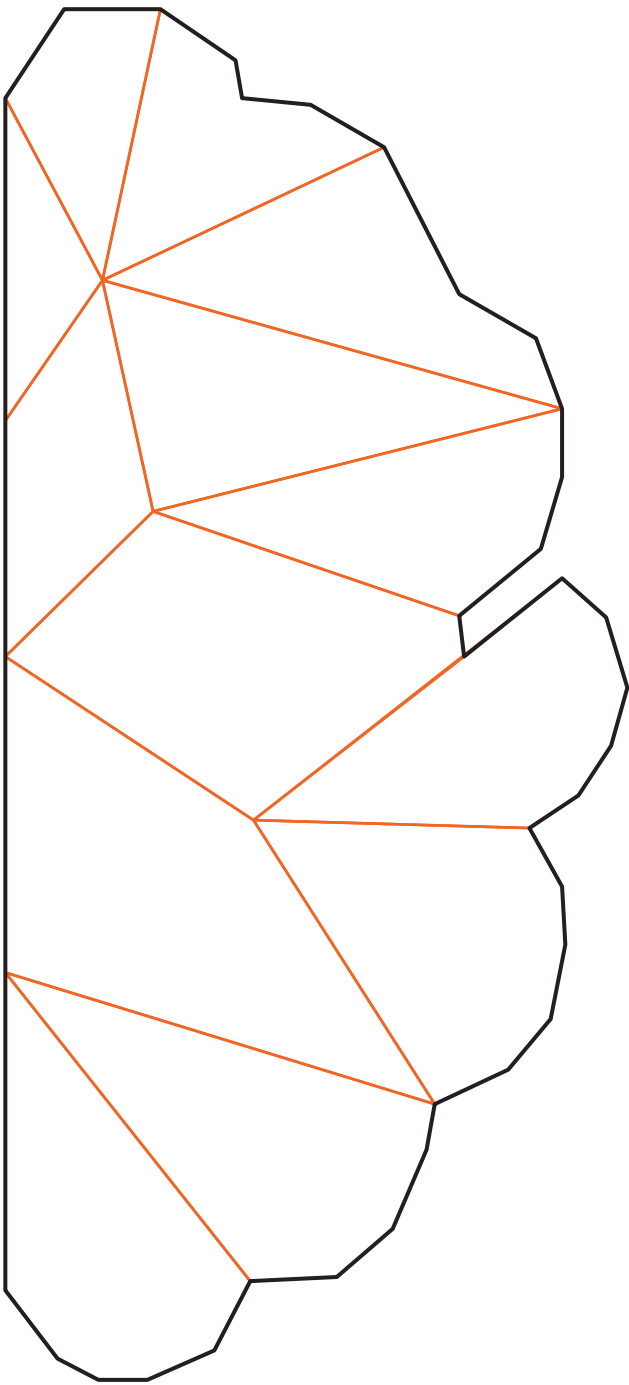
Thematic Installation/Art Decor
Computer Graphics
Videography

**Art+Design
Apprenticeship
*Workshop***



A
creative
mind
有創意的頭腦





to Infinity
&
Beyond

無窮



Introduction

The Rock Foundation is committed to connecting young adults age 15 and above of different abilities to the wider community through various initiatives. Founded in 2009, being the bridge for inclusion and integration on many levels to disadvantaged groups in society, we have also organized Project Octopus to help students age 6 to 18 to discover their talents and find confidence. Now through our Art & Design company “Creation Hub”, we aim to develop creative talents via this **Art+Design Apprenticeship Workshop Programme**.

The Mission

Our mission of this Workshop is to build the creative mind, link classroom with industry learning. Most importantly, through a diverse classroom and teamwork, we hope to discover breakthrough in the creative world.



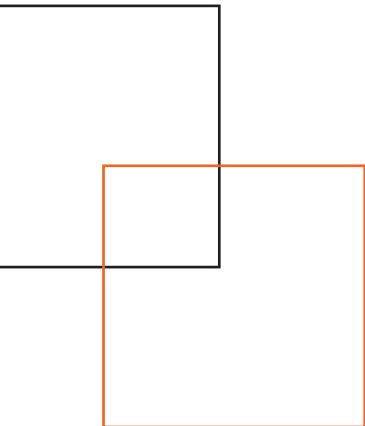
The Initiative

This **Art+Design Apprenticeship Workshop Programme** is initiated by The Special Interest Group for ‘Social Integration and Lifelong Learning for Post-school Youths with Individual Needs’ (“SILYIN”) under the Centre for Advancement in Inclusive and Special Education, Faculty of Education, The University of Hong Kong (香港大學教育學院融合與特殊教育研究發展中心).

The SILYIN is convened by Hazel Delfina Chang, the founder of The Rock Foundation and Creation Hub, the aim of which is to have corporations pro-actively taking part in the social integration and lifelong learning of our youths in Hong Kong. The mark of any lively community is when people are always learning and creating new things in a non-competitive manner. It is envisioned that through SILYIN, every corporation can take ownership in the evolution of a prosperous and harmonious people.

Our Visionary Corporation for this project is MCCM Creations. They have joined hands with Creation Hub to make available for the first time, an innovative Art & Design Apprenticeship Workshop programme that answers to the needs of youths and people who will benefit from small class learning and teamwork creation.

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Creation Hub was incorporated in 2018. It is an art and design company with a social mission. We pursue artistic excellence, promote team success and give back to society through our creativity. We see synergy in diversity, 50% of our headcount are people with different challenges. Apart from the main commercial business, we do offer pro bono services and teaching to philanthropic organizations and groups.

Our services include Art Jamming, Art Design, Graphic Design, Art Decor & Installation, Art Class, Branding & Video production.



www.creationhub.ltd

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Visionary Corporation 2022 :

mccmcreations

Since entering the world of book publishing in 2001, MCCM's aspirations have remained consistent to bring readers original and inspiring books from authors and designers who share a passion for books as objects, as well as a strong desire for exploring hybrid concepts.

MCCM titles are about the visualization of experiences, stories and perceptions through the printed word, images and sound. We live in an age where people move freely across boundaries and inhabit areas of virtual space that intertwine to create new concepts and ways of living. These cross-disciplinary realities are at the core of MCCM fusing illustration, visual art, design, architecture, photography, socio-culture, and literature. Diversified as they are, our titles have 'crossover' appeals to different age groups and interest groups.

In January 2009 MCCM Creations was invited by Hong Kong Arts Centre to operate THEBOOKSHOP on location. In November 2019 we were invited to set up THEBOOKSHOP at the Hong Kong Museum of Art. The mission of our bookshop is to bring to hope and beauty to museum visitors who still believe what books and art can offer.

In October 2013, we formally registered an NGO cultural platform – STORY (www.thestorygoes.org) – to continue our sense of obligation for cultural preservation. MCCM is the publishing arm of this cultural resource.

Clara Suc



Clara graduated in Graphic Design at Polytechnic University. She has over 20 years of experience in advertising, she's a graphic designer/ art director/ creative director in some of the international advertising agencies across China and Hong Kong. Clara has been consistently recognized at creative award shows including Cannes, and HK Kam Fan Awards. And, Clara was a part-time lecturer in the School of Design at HK Polytechnic University, and advertising art direction at The Chinese University of Hong Kong for the past 10 years.

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Graphic Design Workshop

Through visual examples, this course will teach you the fundamental principles of graphic design: image making, typography, composition, and working with color and shape. Application of the visual elements and foundational skills that are common in all areas of graphic design practice. To succeed in this course you will need access to a computer, knowledge of multiple Adobe software, such as Illustrator and Photoshop is a basic requirement.

Key Takeaways

If you complete the course, you will have a core set of graphic design skills that you can apply to your projects or a specialized area of commercial design.

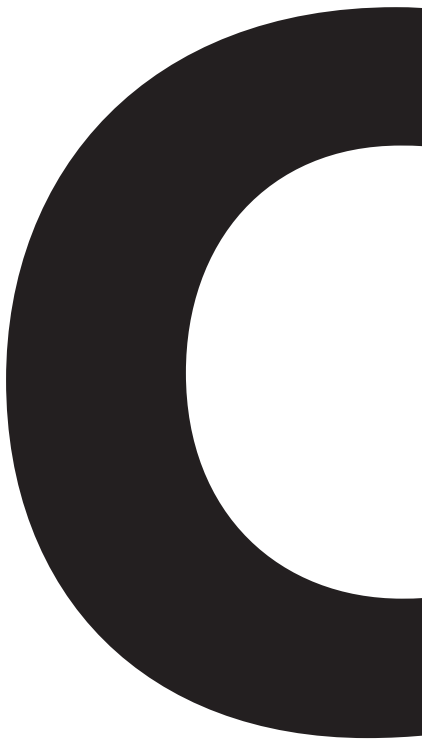


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Chau So-hing



Chau So-hing graduated from Hong Kong Polytechnic in Communications Design. She worked at Kan Tai-keung Design & Associates Limited, Lilian Tang Design, Steiner & Co, and Kan & Lau Design Consultants. In 2001, she set up her own design company - inDesign which is specializing in the design of visual and corporate identity, company brochures, annual reports, packaging and marketing collaterals. Chau has also maintained a passion for western calligraphy, Chinese ink painting, watercolor painting and ceramic.






Calligraphy Designer Workshop

The term “calligraphy” simply means beautiful writing, although its beauty does depend very much on the eyes of the beholder, or personal taste. The course will show the basic knowledge of each alphabet’s structure, the tools, and the relationship with different papers. It also takes you from writing your name on a card, addresses on the envelope to creating a unique calligraphy artwork.

Key Takeaways

For those who love words and scripts, calligraphy can give them pleasure and satisfaction. They will also understand how the possibility is of using different tools on different materials.



Karen Tong was born in Hong Kong, graduated from the Faculty of Arts of the Chinese University of Hong Kong. She inherited her cursive style in Chinese calligraphy from the local famous calligrapher Mr. Hua Ge. Karen was the vice-chairman of the Hua Ge Calligraphy Society. She had exhibitions and gave calligraphy classes to the younger generation.

Her style of the running script is elegant and vivid, moving freely and beautifully. Her pen and ink lines have their elegant artistic charm and extensive practical value. As an artistic medium, contemporary calligraphy can incorporate the use traditional techniques to integrate modern thinking and express the feeling of life.




Karen Tong



Chinese Calligraphy Workshop

An art form going back more than 3000 years, Chinese Calligraphy sees the brush as an extension of the entire body, and much like a good graphologist can deduce a writer's character from several scrawls; brush strokes reveal much more than the physical motion. A relative of martial arts, the flow, and pressure of the brush reflects your state of mind and lead to mindfulness and conscious intention. It leaves behind a trail of the writer's impulsiveness, elegance and rebelliousness.


Key Takeaways



Allow yourself to be immersed in the world of calligraphy. You will listen to stories about the knowledge and passion of this rich art form; understand the history, the importance of harmony and the different forms and styles of calligraphy; explore the different elements: rice paper, ink, brush; feel the movements and enjoy their effect; discover how even those unfamiliar with the Chinese language can appreciate the elegance and sophistication of fluent brushstrokes.

Experience this art first hand.

You will practice the 6 main strokes and learn the right techniques. Enjoy drawing simple pictograms and allow yourself to discover various styles and create your masterpiece.



Irene Choy

She is a Hong Kong based graphic designer and florist. She loves paper, books and botanic arts. She has a wide creative background, they were trained classically in visual communication design and graduated in school of design BA in PolyU. She learnt basic handcraft on bookbinding and she is an experienced bookbinder with an interest in teaching and sharing the skills to produce book forms without the need for specialist equipment so that they can be repeated at home.



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Bookbinding Workshop

Learn the principles of bookbinding and produce a collection of high- quality finished books. You'll get to grips with measuring and cutting materials, stitching, and folding paper, and understand the importance of the direction of paper. Explore different binding and stitching techniques, such as crossed structure, Coptic binding and long stitch. Made books are perfect as sketchbooks, photo albums, gifts and more!

Key Takeaways

Learners will be taught the principles of bookbinding, understanding the importance of grain direction of paper, and putting this into practice in making a variety of books. Measuring and cutting materials, stitching, and folding paper will all be taught. Each learner will produce their own collection of high-quality finished books. The books that we will concentrate on will be suitable as sketchbooks and Photo albums providing a suitable progression route for our photographers and artists.

Haley Lam Hau Yi

Lam Hau Yi, a Hong Kong-based artist and designer, attained her BA (Hons) in Visual Arts from Hong Kong Baptist University and her BA (Hons) in Visual Communication from Birmingham City University. Hau Yi is the creative director of Dayon....Gopicnic, which was founded in 2018.

In Lam's creative journey, she explores life through looking, drawing, and thinking. With this creative direction, Dayon....Gopicnic is a brand of storytelling. Apart from the skills of making ceramics, Hau Yi uses aesthetic characteristic drawing skills for her works. She draws different stories which are inspired by the city on ceramics. Her works have been exhibited in Hong Kong, Taiwan, Japan, and Berlin.





Ceramics Workshop

This course is going to focus on different hand-building techniques of ceramics, for example, pinching, coiling, slab building, and molding technique, and understanding the properties of clay and ceramics. Meanwhile, a basic idea of glazing will be introduced during the course. The learning areas can be related to pottery design thinking and ceramics trend in Hong Kong.

Key Takeaways

Learners will experience expressing their feeling through the art-making process. Understand and explore the properties of clay and ceramics. Learn the process of creating ceramics artworks from the stage of design thinking to the stage of kiln firing. Learners will be taught different hand-building skills, and create their collections of pottery or sculpture.



Leopard Yuk

Graduated from The Hong Kong Academy for Performing Arts. Major in film and television, and running a studio in Hong Kong now.



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Storyfilming Workshop

“Filmmaking can give you everything, but at the same time, it can take everything from you.”

- Alejandro Gonzalez Inarritu.

This is a course for beginners who want to learn film/video making. We will teach you how to make a movie that tells a story. Each group will make a short video at the end.

Key Takeaways

Learners will experience how to tell a story through filmmaking. Understanding what the film language is. Pick up the filming and editing skills by assignment. Learners can apply the knowledge and skills for daily commercial projects.



Enrollment

- Step 1 - Choose your workshop
- Step 2 - Sign up online
- Step 3 - Wait for enrollment confirmation
- Step 4 - Pay the workshop fees
- Step 5 - Registration confirmation - enjoy your class!

Details of Enrollment

I. Individual workshops

- choose any one workshops of your interest.
Single workshop HK\$5,625

II. Double workshops

- Choose any two complimentary workshops.
Double workshop HK\$10,700 (5% discount)

III. 3 Core + 1 Non-core

- Certificate Apprenticeship Workshop
(Upon completion, a 'Merit Attendance Certificate' will be awarded that will add much value to your Creative Portfolio for further professional studies / entry into the creative industry / for pursuit to be an independent artist.)
Certificate Apprenticeship Workshop HK\$20,700 (8% discount)

