

# Creative Club

(A2CTV001H)

<p><b>Introduction</b></p>	<p>Last year's Creative Club (ALE/CRE/1920) embraced the theme of creative media, ride on this theme, a brand-new dimension – 'Nostalgia' will be adopted this year. In recent years, creative ideas have been employed in revitalizing new business and cultural products and enhancing values on classical Hong Kong features. Student members are encouraged to investigate bygone or once-popular foods, brands, toys, industries, etc. Through Creative Club, it is hoped that student members will utilise their creativity to generate ideas, for example by designing and filming promotional clips, to attach value to disappearing Hong Kong indigenous cultures.</p> <p>The abilities to utilise creative ideas and innovative works are parts of the important 21st century skills, it is expected that students can tackle future challenges after completion of that programme. Creative Club is a dynamic community and platform organised by the Advanced Learning Experiences Division, emphasises self-learning and requires student members to search literature online actively and refer to reference books to enrich their points of view. Lastly, there will also be different forms of sharing like group/individual for student members to exchange ideas with peers and a chance to learn how to create a film, and to have field trips.</p>
<p><b>Programme Objectives</b></p>	<p>This programme aims to:</p> <ol style="list-style-type: none"> <li>1. Enhance students' awareness and understanding of the definitions of creativity and diverse forms of its applications and impacts.</li> <li>2. Explore bygone and once-popular foods, brands, toys, and other information and its value;</li> <li>3. Encourage students to add stylish elements to bygone or once-popular foods, brands, toys, or industry in a creative way and enliven them to the modern community;</li> <li>4. Enable students to build bonding among peers and gain insights by interacting with people from diverse fields and industries.</li> </ol>
<p><b>Programme Type</b></p>	<p>Recruitment of Creative Club Members (<a href="#">Token required</a>)</p>
<p><b>Facilitators/ Instructors</b></p>	<p>ALED Staff, Professional and Community Partners</p>
<p><b>Target Participants</b></p>	<p>  <ul style="list-style-type: none"> <li>➤ S1 to S6 HKAGE members</li> <li>➤ Capacity: 21</li> </ul> </p>
<p><b>Medium of Instruction</b></p>	<p>  Cantonese         </p>
<p><b>Certificate</b></p>	<p>Participants who have attended <b>not less than 7 sessions</b> and <b>completed the student feedback form</b> will be awarded with an e-certificate of Completion.</p> <p>            Participants who have <b>also</b> fulfilled the performance requirements will be awarded an e-certificate with a remark of Merit or Distinction.         </p> <p>The e-certificate will be issued by the HKAGE.</p>

**Intended Learning Outcomes**



Upon completion of the programme, participants should be able to:

- a. Describe at least two definitions and thinking processes ;
- b. Explain to people of various ages and background thoughts on views of the bygone or once-popular foods, brands, toys and industry;
- c. Generate at least one idea to formulate a feasible and creative promotional clip that generates modern value on bygone or once-popular foods, brands, toys, and industries; and
- d. produce a piece of promotional clip in at least 30 seconds by using relevant media skills.

**Application Procedures**



Please provide answers to the screening questions on the online form.

**Application Deadline**

**26 Nov 2020 (Thursday)**  
**3 Dec 2020 (Thursday)**  
 (12:00 n.n.)

**Application Result Release Date**  
**11 Dec 2020 (Thursday)**

**Schedule**



Session	Date	Time	Activity	Venue
1	18 Dec 2020 (Fri)	5:30 p.m. – 7:30 p.m.	Meeting	Room 203, HKAGE
2	22 Jan 2021 (Fri)	5:30 p.m. – 7:30 p.m.	Meeting	Room 303, HKAGE
3	30 Jan 2021 (Sat)	10:00 a.m. – 12:30 p.m.	Site Visit*	(TBC)
4	26 Feb 2021 (Fri)	5:30 p.m. – 7:30 p.m.	Meeting	Room 303, HKAGE
5	12 Mar 2021 (Fri)	5:30 p.m. – 7:30 p.m.	Meeting	Room 303, HKAGE
6	20 Mar 2021 (Sat)	10:00 a.m. – 12:30 p.m.	Site Visit*	(TBC)
7	16 Apr 2021 (Fri)	5:30 p.m. – 7:30 p.m.	Meeting	Room 303, HKAGE
8	14 May 2021 (Fri)	5:30 p.m. – 7:30 p.m.	Meeting	Room 303, HKAGE
9	28 May 2021 (Fri)	5:30 p.m. – 7:30 p.m.	Presentation Day	Room 303, HKAGE
10	11 June 2021 (Fri)	5:30 p.m. – 7:30 p.m.	Back Up	Room 303, HKAGE

The programme sessions may be cancelled or rescheduled and the delivery mode may change according to the development of coronavirus epidemic and EDB guidance.

If the Education Bureau announces that all whole-day schools classes will be cancelled due to inclement weather, the programme will be cancelled or rescheduled.

For updated arrangements of inclement weather and coronavirus epidemic, please pay close attention to email notification and announcement in HKAGE website.

**Enquiries**



For enquiries, please contact Ms Kathy CHEUNG at 3940 0101 (after language selection, press 6) or email to [ale@hkage.org.hk](mailto:ale@hkage.org.hk).