

# **U**Learning Labs

藝學堂

**by Elena Cheung**

**University Museum and Art Gallery (UMAG)**

**(Project No.: KE-SI-2022/23-99)**

**Strategic Theme(s):**

Use of IT in Education

# Ulearning Labs 藝學堂

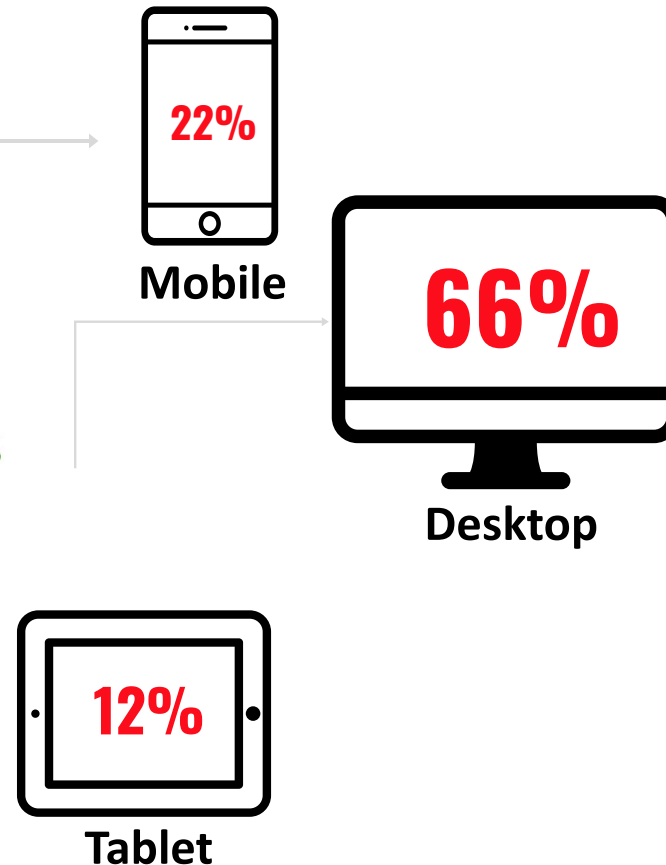
[www.ulearninglabs.hku.hk](http://www.ulearninglabs.hku.hk)

Overall impact: >800 individuals

School launch in May 2023 | Public launch in June 2023



Website Visitors: 537



## School Participation

- **TOTAL: 26** local schools

14 primary schools

12 secondary schools

Teachers who signed up for ULL teach the following subjects:

Visual Art

Physics

English Language

Information & Tech

General Studies

Music

Sciences

Chinese Language

Mathematics

## Introduction of ULearning Labs to Schools

Held **20** Zoom 1-hour meetings with teachers

**21** surveys received as the benchmark in February / March 2023

## Schools' Feedback

- Teachers: 18
- Primary school students: 84
- Secondary school students: 277

**TOTAL: 379** surveys received in May / June 2023

## Respondents from schools (students)

**TOTAL: 361** surveys received

### Key figures weigh against impacts listed in the KE proposal

Outcomes	% respondents	有三隻腳的雀形器皿 Bronze vessel	% respondents	盛極一時的青銅器 Introduction to Bronze
Linguistic development	89	Able to describe bronze using visual art terminology learnt from the programme	/	/
Artistic Skills	/	/	/	/
Practical Experiences	94	Learnt more about bronze as an art form	91	Informed about the work as an archaeologist
Social Development	85	Understood how culture and technology intertwined in the Shang dynasty	86	Understood the characteristics of bronze, and had since paid more attention to the bronze items seen in daily life
Interdisciplinary exposure	98	Learnt about how bronzes could be related to in general studies, Chinese language, Sciences	83	Better understanding of concepts such as metals, alloys production and oxidation



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Outcomes	% respondents	畫外之意：蓮花 Paintings	% respondents	青銅器上的大胃王 Taotie
Linguistic development	94	Recognised the important information in the inscriptions of traditional Chinese paintings	/	/
Artistic Skills	94	Recognised the different mediums used in Western and Chinese art works	/	/
Practical Experiences	/		90	Recognize the animal face patterns on the bronzeware
Social Development	/	/	85	Understood the characteristics of bronze, taotie and its origins
Interdisciplinary exposure	93	Understood the connection between the symbolic meanings of plants and Chinese literature	98	Realised how bronzes could be related to in general studies, Chinese language, Sciences

## Respondents from schools (teachers)

TOTAL: 18 surveys received

### Key figures measure against impacts listed in the KE proposal

Outcomes	% respondents	有三隻腳的雀形器皿 Bronze vessel	% respondents	盛極一時的青銅器 Introduction to Bronze
Linguistic development	92	Able to describe bronze using visual art terminology learnt from the programme	/	/
Artistic Skills	75	Thought the students have enhanced creativity	/	/
Practical Experiences	100	Agreed that student learnt more about bronze as an art form	90	Informed about the work as an archaeologist
Social Development	100	Understood how culture and technology intertwined in the Shang dynasty	90	Understood the characteristics of bronze, and had since paid more attention to the bronze items seen in daily life
Interdisciplinary exposure	98	Learnt about how bronzes could be related to in general studies, Chinese language, Sciences	90	Better understanding of concepts such as metals, alloys production and oxidation

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Practical Experiences	/		100	Recognize the animal face patterns on the bronzeware
Social Development	/	/	90	Understood the characteristics of bronze, taotie and its origins
Interdisciplinary exposure	100	Understood the connection between the symbolic meanings of plants and Chinese literature	/	/

## Respondents from the public

**TOTAL: 75** surveys received

### Key figures measure against impacts listed in the KE proposal

Outcomes	% respondents	Remarks
Linguistic development	97	thought the 'Dictionary' have expanded their vocabulary range
Artistic Skills	86	concurred that the modules have boosted creativity
Practical Experiences	97	reported that ULL enhanced their understanding of the role of a museum and its exhibits
Social Development	100	claimed they look forward to visit UMAG after learning about ULL
Interdisciplinary exposure	86	agreed that ULL has fully embody the interdisciplinary learning/ teaching approach

# 課程 Courses

A wide range of activities and presentation approaches with **4,992** Pageviews and **2,782** Unique Pageviews.

# 興趣 Interest

## Mode of Delivery

Unique page views:

126



盛極一時的青銅器

**Animations**  
**Quizzes**  
**Games**  
**Experiments**

Unique page views:

242



畫外之意：蓮花

**Animations**  
**Hands-on activity**  
**360 Virtual Exhibition**

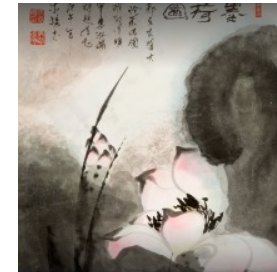
172



有三隻腳的雀形器皿

**Animations**  
**Games**

235



畫外之意：蓮花

**Animations**  
**Hands-on activity**  
**Educational Worksheet**

Recently added



紙上老虎：傳拓

**Video starring UMAG curator**  
**Quizzes**  
**Hands-on activity**  
**Educational worksheet**

Recently added



聽得見的顏色

**Recorded performances**  
**Educational Worksheet**  
**Interview with the artist**  
**360 Virtual Exhibition**

## 字典 Dictionary (So far...)

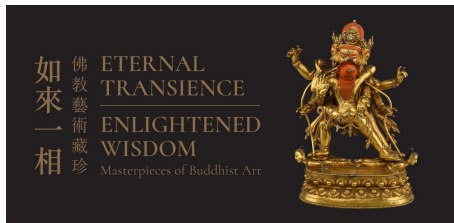
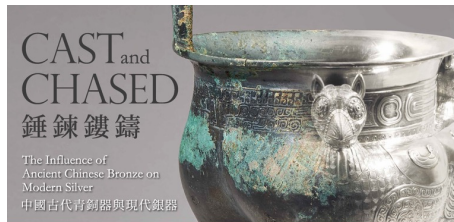
- 100** Chinese vocabularies
  - arranged by stroke count
  - related to Visual Arts, Science, History, Music, Chinese
  - 67% believe the 'Dictionary' helps students' language development. Several comments mentioned that more vocabulary is needed, better still would be images that complement the explanations



## Development in progress

- 100 English matching vocabularies
- Gather photos/images to complement the definitions
- Add the related vocabulary to their related modules
- Expand the vocabulary range

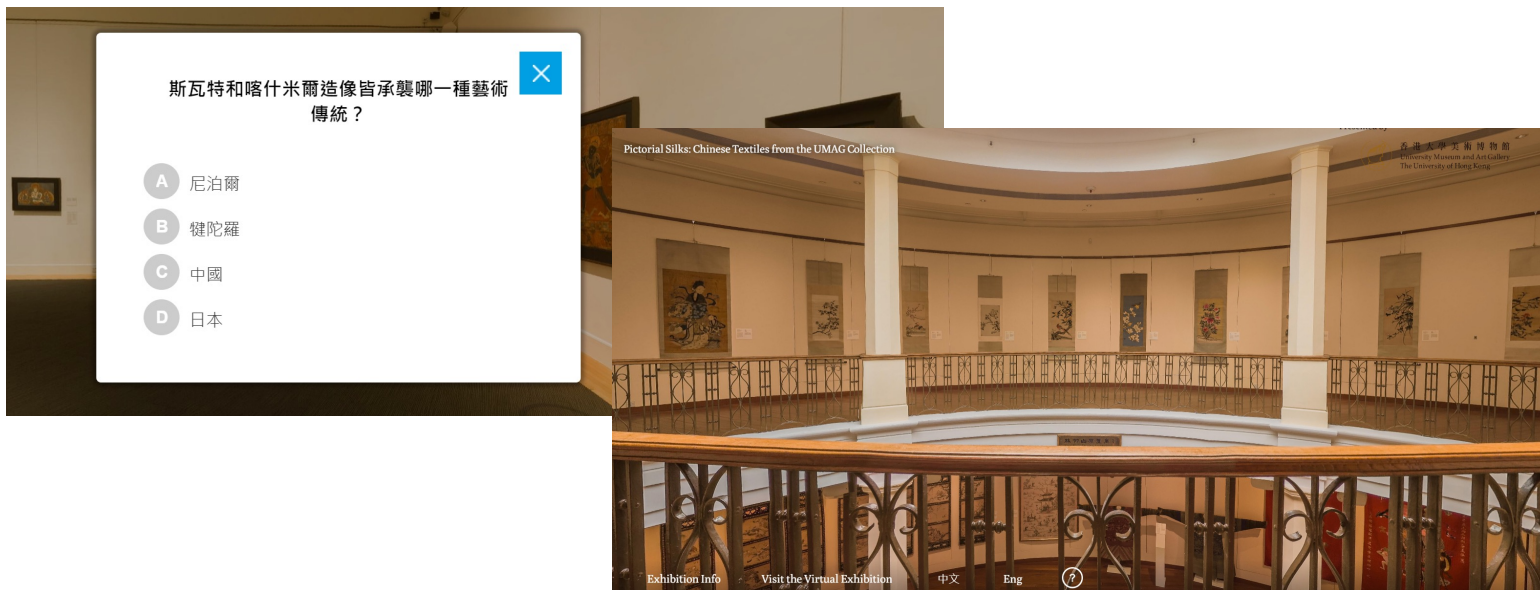




# 虛擬展覽 Virtual Exhibitions

10 x 360° Virtual Exhibitions

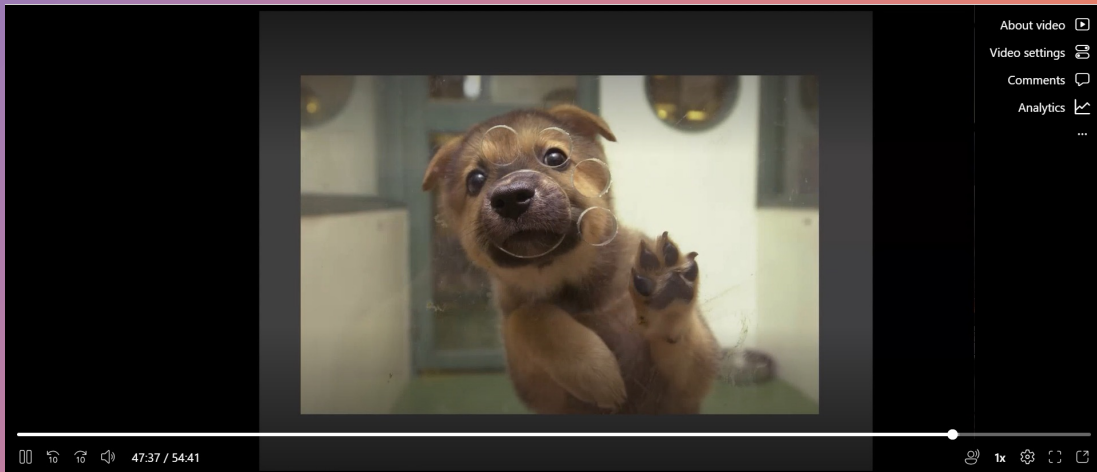
- Included quizzes related to the exhibition
- Immersive experience
- 72% believe that the '360 Virtual View' enhances students' comprehension of a museum and its exhibits, while the majority think the difficulty level of the quizzes embedded in the video suits their age and education level





# 直播 Live Stream sharing with primary students

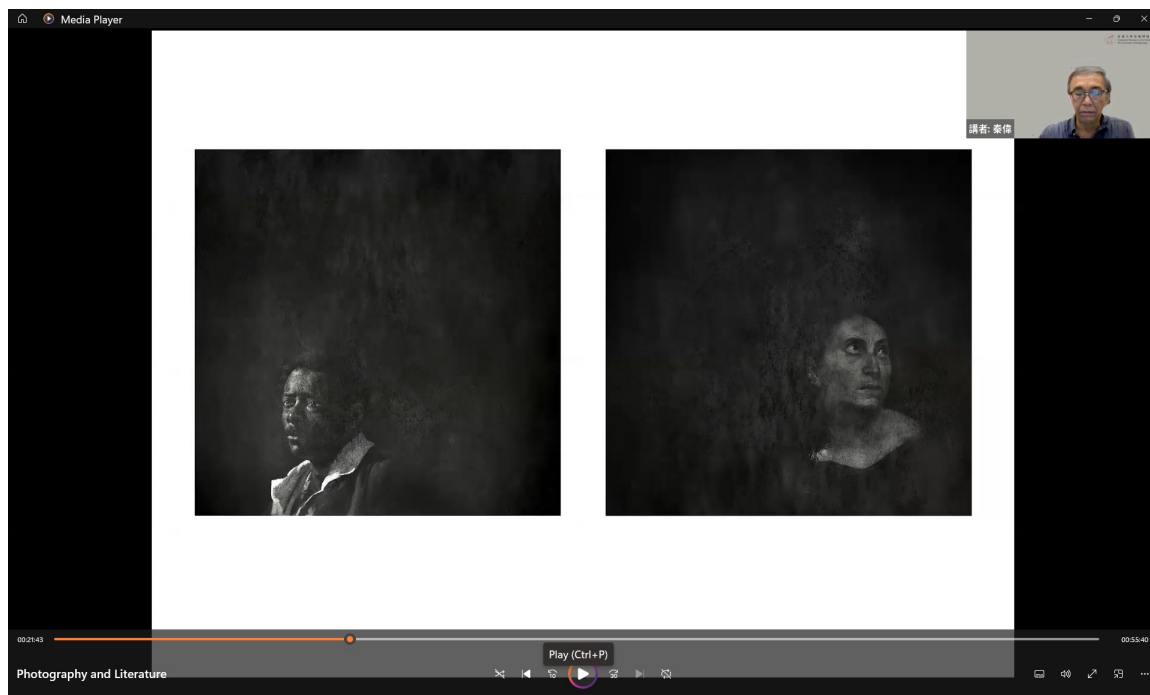
- Topic: The Inner World and Outer World of Photography
- Subject Area: Photography, General Studies
- Customised contents for students from the St Paul's Primary School
- 89 student added the live stream
- Drove 150 students to visit Chun Wai's *Adrift in Time* exhibition



# 直播 Online Talk

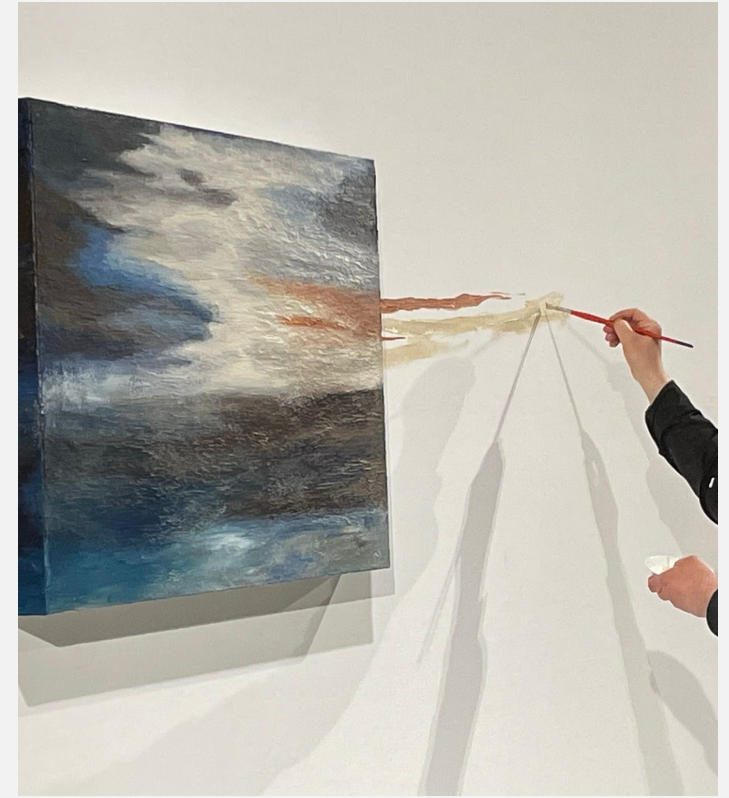
## Topic: Literature and Photography

- Explore the intertextual relationship between photography and literature
- 56 attendees





# 繪畫·表演 Pictorial performance



Melding art forms and demonstrating the power of synesthesia

- Public event with 29 onsite attendees
- Subject area: Visual art and Sciences

# Spectrum of audience on social media



UMAG



2.3K Likes  
2.7K Followers

UMAG



3.2K Followers

ULL post  
1,163 Link clicks  
150 Likes  
32 Shares  
53 Saves

IG post  
350 Link clicks  
50 Likes  
9 Shares  
37 Bookmarks

Our demographic consists primarily of young people and young adults aged 18-34.

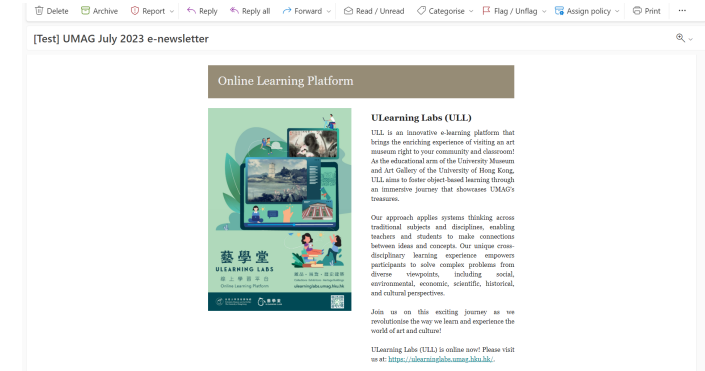
We have noticed that our male audience consistently outnumbers our female audience across all age groups.

Despite the fact that the majority of our audience is male, it is to note that out of the 350 link clicks, the majority were from female Instagram users, primarily within the age group of 25-34. Following this group, we saw the 35-44 and 45-54 age groups also engage with our content.

Our Facebook audience shares a common trait with our Instagram audience: a higher proportion of male users than female. However, we have observed that our Facebook audience tends to be more senior compared to our Instagram audience. In fact, the number of users aged 45-65+ on Facebook is significantly higher than on Instagram.



# Promotion channels (Notice boards, eDM, UVision)



## KE outcomes and impact

The overall project has impacted more than 800 individuals. The ULL website was soft-launched in May 2023, offering interdisciplinary educational content for Hong Kong primary and secondary school students and the public. It features animations, interviews, quizzes, hands-on activities videos, and 360-degree virtual gallery views, receiving positive feedback and 2,782 unique page views within two months. ULL's interdisciplinary approach has successfully engaged students in various subjects. School group bookings have surged over the past two months, and students have improved their language skills and understanding of museum roles. Their knowledge of artworks has been enriched through the diverse activities provided, while the dictionary section has offered additional resources to reinforce understanding. In terms of interdisciplinary learning, all modules have been designed with this goal in mind. Besides visual arts, individuals learn about Chinese history, general studies, sciences, and geography. Although some modules may have a more pronounced multidisciplinary presence, feedback indicates that everyone has encountered at least two subject areas in their learning experiences. Feedback from 379 school surveys and 75 public surveys has been collected, and the project continues to develop content and usability. Users have expressed interest in a bilingual version of the website, more video content, and interactive games. While the team is considering using the Metaverse for guided exhibition tours and docent training, the project plans to enhance offerings and draw more physical visitors by strengthening the online-offline connection between the virtual world and the museum.

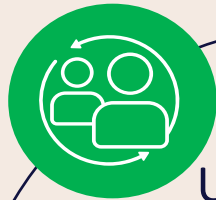
藝學堂網站於**2023年5月**上線，旨在為香港中小學生及大眾提供跨學科的教育資源。網站內容包含動畫影片、訪問、知識問答、手工製作活動和虛擬展廳等教材。自上線以來，此項目已收集了**379**份學校和**75**份公眾調查意見，獲得大多數的正面回饋、並累計**2,782**次獨立訪問頁面瀏覽，惠及超過**800**人。

藝學堂的跨學科教育模式讓學生有機會接觸不同學科知識。過去兩個月，學校團體的預約大幅增加，學生的語言能力和對博物館角色的理解也有所提升。本項目活動加深了學生對藝術作品的認識，而「詞典」部分則提供額外資源，幫助理解文字及概念。所有單元都是根據跨學科理念為目標而設計。

除了視覺藝術，用戶還能學習到有關中國歷史、常識、科學和地理等學科知識。儘管部分單元具有更明顯的跨學科內容，每位用戶在學習過程中至少能接觸到兩個學科。為加強虛擬世界與博物館之間的線上和線下聯繫，本團隊將繼續開發內容、增設中英雙語頁面提高網站的易用性、製作更多影片和互動遊戲，並透過元宇宙進行展覽導賞和導賞員訓練。

# Knowledge Exchange activities

Records and photos of any local and/or international conferences, seminars and other knowledge exchange activities organised or participated to showcase the KE outcomes and impacts to various stakeholders and the community



International Councils of Museum:  
University Museum and Collections Conference

Topic: Power of multi-disciplinary learning  
through the lens of visual art

Paper accepted to be delivered in Australia on  
29 August 2023 at Chau Chak Wing Museum of  
the University of Sydney

