

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. COURSE TITLE

Text and Image

2. COURSE CODE

WRIT7080

3. NO. OF UNITS

3 Units

4. OFFERING DEPARTMENT

Master of Arts (MA) in Creative Writing for Cultural Professionals

5. PREREQUISITES

Nil

6. MEDIUM OF INSTRUCTION

Putonghua

7. AIMS & OBJECTIVES

Numerous thinkers have approached images from a philosophical perspective, for example, Derrida (*The Truth in Painting; Memoirs of the Blind: The Self-Portrait and Other Ruins*, etc.), Lyotard (*Duchamp, Monory, Ce [v]anne*, etc.), Rancie [re (cinema), and Deleuze. Deleuze even defined philosophy as the activity of creating concepts from images and considered philosophy's relation to images through such a creation. On the other hand, creative practitioners, including writers and painters, have explored different approaches of reinterpreting other media and making use of both images and text in their creative works. This includes the traditions of concrete poetry, modernist writers' use of typography in printed works, Alain Robbe-Grillet's use of Cubism's painting techniques, and more contemporary works like Xu Bing's artistic recreation of Chinese text in *Tianshu (Book From the Sky)*. This course draws from traditions that examine the relation between text and images, and, along with theoretical and empirical inquiries, includes visits to local art museums and invites practitioners to share their artistic experiences. It also encourages students to explore the possibilities of creating multimedia works of their own.

8. COURSE CONTENT

Course Content in Outline:

I. Traditions of creative influences between texts and images.

II. Examples of philosophical approaches to images.

III. Examples of creative approaches to the use of texts and images and sharing by local practitioners.

IV. Workshops on students' creative works using both text and images.

9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

CILO	By the end of the course, students should be able to:
CILO 1	Explain the interrelationships between texts and images.
CILO 2	Articulate a critical understanding of the artistic approaches to the use of both texts and images
CILO 3	Identify the many ways in which writing, and the use of images contributes to each other in creative practices.
CILO 4	Perform in-class presentations and peer critiques.

10. TEACHING & LEARNING ACTIVITIES (TLAs)

CILO alignment	Type of TLA
1, 2, 3	Students will: Study texts and artworks related to the themes of the course
1, 2, 3, 4	Participate in discussions on their experimentations with writing in relation to images
1, 2	Write a midterm and final project that engages the use of text and images

11. ASSESSMENT METHODS (AMs)

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Midterm Essay, or Creative Project with Complementary Short Essay	30 %	1, 2	The midterm assignment may take the form of an essay that analyzes formal elements and theoretical concerns; or a creative piece. In the latter case, it should be complemented with a short discursive text indicating explicitly how it relates to one or more of the problematics explored in class.
Class Presentations	20 %	1, 2, 3, 4	The presentations should convey what the student deems inspiring in the studied concepts and texts, rather than merely provide information in relation to them.

Participation	10 %	1, 2, 3, 4	Students should participate in discussions as a response to class presentations.
Final Essay, or Creative Project with Complementary Short Essay	40 %	1, 2	The final assignment may take the form of an essay that deals with formal elements and conceptual concerns; or a creative piece. In the latter case, it should be complemented with a short discursive text indicating explicitly how it relates to one or more of the problematics explored in class.

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