

Headline Daily  
“SCAD nurtures art talents in four locations”  
July 5, 2010



### 「四校一薩凡納」育藝術專才

薩凡納藝術設計學院SCAD (薩凡納) 進軍香港, 引入本港罕見的遊戲設計及攝影兩大課程, 更邀來荷里活猛人籌劃學科。薩凡納香港分校副總監羅約邦更揚言, 會把美國主校的一切, 全複製到香港, 達到「四校一薩凡納」的辦學宗旨。

羅約邦 (圖) 指薩凡納在藝術學界是獨一無二, 「頒發的是美國學位, 是本港唯一一所大學只專注在藝術設計上, 不設其他學科, 故可集中資源培訓人才。」以互動設計及遊戲開發為例, 「我們把整個遊戲設計當作一個大型學術課程來教, 學生最少要修讀十至十四個相關學科, 獲取全面且深入的知識。」羅續指, 學生不一定要有理科底子, 「學生會學懂如何建立遊戲角色、設計遊戲關卡、背景及故事等, 更可掌握全新的互動設計概念、技術及分析能力, 就如講求人機互動的Wii電玩般。」

#### 培訓創意人才

羅約邦稱, 薩凡納是全球唯一一所大學與藝電遊戲 (EA Games) 合作研發新商品, 「我們每年會主動與多家遊戲公司交流, 發現他們需要極具創意的人才設計遊戲故事及關卡, 令角色刻畫更加立體, 故我們會集中這方面的教學。」

除此之外, 薩凡納將會是本港少有開設純攝影學士及碩士課程的院校。薩凡納首席學術總監 Tom Fischer 指, 報讀的學生能涉獵傳統菲林及數碼攝影技巧, 同時學習操作高清錄影器材, 有助日後投身商業、藝術及紀實攝影等專業, 但強調, 學生並非只局限於攝影範疇。

一直以來, 薩凡納學生可選擇申請到各分校交流學習, 香港分校更有潛力成為大熱之選, 「至今有約千名美國生表示有興趣來香港分校讀書。而人讀香港分校的學生亦可申請到其他分校學習, 甚至在當地畢業。」Tom 更估計, 香港將會有五成是港生, 兩成半是美國生, 但今年暫不取錄內地生。

學生在課堂上, 與藝電遊戲 (EA Games) 的負責人一同合作研發新遊戲。

### “Four Schools, One Savannah” for training artistic elites

As the Savannah College of Art and Design (SCAD) lands in Hong Kong, the university will introduce the city's first game design and photography courses and has brought in a Hollywood giant for course planning. According to John Paul Rowan, Vice President of SCAD Hong Kong, the school will emulate everything from the American school, including adopting the 'Four Schools One Savannah' ethos.

As Rowan (pictured here) pointed out, Savannah is one of a kind in the education industry: “We grant American degrees, and are the only tertiary institute in Hong Kong focused on no other fields apart from art and design, concentrating our resources to train talents in these fields.” Take interactive design and game development as an example. “We teach game design as a macro course. Students have to take at least 10 to 14 related subjects to grasp it at great depths.” He added

that a science background is not necessary for admission. “Students will learn how to create game characters and design game levels, game backgrounds and stories, amongst other things. They will find themselves knowledgeable of the latest innovative concepts and technical skills, such as interactive Wii video games, and they will learn sharp analytical skills.”

### **Training Creative Elites**

According to Rowan, SCAD is the world’s only university working with EA Games for new product development. “Every year we take the initiative to exchange ideas with various game companies. We know the industry needs outstanding talents to design stories, game levels and vivid characters--we therefore focus our teaching on these areas.” Besides this, SCAD will be the first institute in Hong Kong to offer photography degrees and masters’ courses. Tom Fischer, SCAD’s Chief Academic Officer, said that the enrolled students will explore traditional film and digital photography techniques, as well as the use of high-definition video equipment to prepare themselves for a professional career in business, artistic and documentary photography. But he stressed that students will also obtain knowledge far beyond the spectrum of photography.

It’s been a tradition that Savannah students can study at SCAD locations in other cities, and the Hong Kong location will no doubt be one of the top choices. “There are so far roughly a thousand American students who have expressed interest in studying at SCAD Hong Kong, and students in Hong Kong can also apply for studying at our other locations, or even opt to graduate at one.” Tom estimated that the Hong Kong school will have 50% of local students and 25% American students, along with other international students, although students from mainland China are not enrolled for this fall.