



December 2020

To Whom It May Concern

Letter of Recommendation for Ms. Tse Yuen-Ting, Melody

I am writing in support of Ms. Tse Yuen-Ting, Melody, who was a student in the BA (Hons) in Visual Arts programme of the Academy of Visual Arts, HKBU from September 2017 to June 2019. During this time, Ms. Tse completed one studio course in Experience Design under my supervision as well as our Year 4 Research Practice course. As the Programme Director for the BA programme I had additional opportunities to monitor her progress across the years and therefore believe to know her well academically, creatively, and personally.

Melody, as we got to know her at AVA, is very hard-working, and a focused student with a dedicated interest in the visual arts. She's an avid participant in class, well informed across a range of contemporary issues in the visual arts, and has a quick grasp of problems. Melody is also a diligent thinker, a structured, meticulous worker who pays attention to detail even under stress, and has a good sense for conceptual coherence. Melody works very well with criticism which she actively seeks to incorporate into her work. She possesses good management-skills, is well organized, and can communicate her ideas in writing, and orally in personal situations as well as to a wider audience in English and Chinese language. She is reliable, friendly and a good team-worker, who is not afraid of taking responsibilities. Her final cGPA of 3.41 placed her comfortably at the top of her cohort of approx. 120 students in 2019.

Regarding her academic/creative pursuits Melody's started off at AVA with a fairly comprehensive interest in the visual arts. From there she initially developed a broad focus in design, which she later narrowed down towards more experiential approaches. Throughout all her practice, she will usually want to go beyond traditional disciplinary limitations, and integrate a broad range of cognitive, sensory and emotional experiences. For this purpose she'll investigate her subject of interest with keen understanding of the underlying knowledge and skills, conceptual and academic rigour and genuine appreciation for details.

It is too early to already predict her future creative, professional or academic path, but based on my observation of her performance in past years I have no doubt she will be achieving exceptionally well and contribute substantially to the industry and to society at large. I believe a Master programme could offer her the space and opportunity to reflect and position her achievements so far as well as allow her to refresh and extend her academic and creative means. I am convinced Melody will be a highly valuable and visible asset to any institution she may join, and therefore unconditionally recommend her for your programme.

Please do not hesitate to contact me, if you need any further information.

Peter Benz
Associate Professor
Programme Director BA (Hons) in Visual Arts
Associate Director (Teaching & Learning)