FLAVORSCAPE SHANGHAI
Data-Driven Food Exploration through Digital Storytelling & Analytics

1. **Period:** January 4 -10, 2026

2. **Location:** Shanghai

3. **Eligibility**
   HKU undergraduate students with valid travel documents for entry to the Chinese Mainland.

4. **Fee**
   The programme fee is HK$6,000. Students who successfully complete the programme and complete the post-trip report will be eligible for a subsidy of HK$3,000.

   Participants are responsible for their round-trip transportation between Hong Kong and Shanghai, local accommodation at the designated hotel (around HK$300 per person per night for a shared room), local transportation within Shanghai, and daily meals.

5. **Course Description**
   This project-based learning course immerses students in Shanghai's vibrant restaurant scene using data analytics, digital storytelling, and creative film production. Students will form teams to develop their own unique "IP Story" around a restaurant concept, utilizing real-world data and multimedia tools. Through guided workshops in storytelling, VR/AR, and data science, participants will design and present a themed restaurant experience, culminating in a compelling two-minute video and a final presentation. This interdisciplinary programme balances theoretical instruction, practical fieldwork, and creative output, providing an authentic, hands-on experience of how data informs and enhances the modern food industry.

6. **Learning Objectives**
   - Understand and apply basic principles of data analytics to real-world restaurant concepts.
   - Develop compelling narratives and storyboards to communicate ideas in digital formats.
   - Collect, analyze, and interpret demographic and consumer data relevant to the food industry.
   - Use digital media techniques (including VR/AR and film) for expressive storytelling.
   - Work collaboratively to produce a short film and present a data-driven restaurant concept.
   - Reflect on Shanghai's culinary landscape from social, cultural, and data-driven perspectives.

7. **Programme Instructors:**
   Prof. Stephan Caspar, Associate Teaching Professor of Media Creation and Multicultural Studies, Department of Languages, Cultures and Applied Linguistics, Carnegie Mellon University
   https://www.cmu.edu/dietrich/lcal/about-us/filter/faculty/stephan-caspar.html

   Dr. Raja Sooriamurthi, Teaching Professor, Information Systems Program; Program Director, Decision Analytics and Systems minor, Carnegie Mellon University
   https://www.heinz.cmu.edu/faculty-research/profiles/sooriamurthi-raja/

8. Programme Schedules

Date	Time	Activity
Last week of December (TBC)		**Pre-departure Briefing**
Jan 4 (Sun)	Full Day	**Arrival in Shanghai**
Jan 5 (Mon)	3:00 pm - 6:00 pm	**Orientation**
	6:00 pm - 8:00 pm	**Welcome Dinner**
Jan 6 (Tue)	9:00am - 12:00 pm	**Storytelling Foundations & VR/AR Workshop** **-** Introduction to narrative techniques in film production - Hands-on session with VR/AR tools for digital storytelling
	2:00 pm - 5:00 pm	**Storyboard Development** **-** Group work: Draft storyboards for assigned districts - Consultation and feedback on initial ideas
Jan 7 (Wed)	9:00am - 12:00 pm	**Intro to Data Science** - Data analytics fundamentals, restaurant-focused case studies
	2:00 pm - 5:00 pm	**District Background Research** - Guided exploration of relevant datasets - Analyze demographic/consumer data - Refine restaurant concept and target audience for each district
Jan 8 (Thu)	9:00am - 12:00 pm	**Field Visits:** Data Collection & Observation - Onsite observation in assigned districts - Interviews with restaurant staff/customers - Start filming key scenes <u>(Self-guided field trip)</u>
	2:00 pm - 5:00 pm	**Field Visits & Data Annotation** - Continue observations/interviews as needed - Annotate and organize collected data/media - Group work: Update storyboard in light of field findings <u>(Self-guided field trip)</u>
Jan 9 (Fri)	9:00am - 12:00 pm	**Video Production & Presentation Preparation** - Editing and assembly of 2-minute final video - Integrating data insights into documentary narrative
	2:00 pm - 5:00 pm	**Final Presentation & Feedback** - Teams present final video and findings - Q&A and class discussion - Course reflection and feedback session
	6:00 pm - 8:00 pm	**Farewell Dinner**
Jan 10 (Sat)	Full Day	**Departure**