



HKCC Newsletter

學院通訊



本期要目 HIGHLIGHTS

鼓勵HKCC新生走出舒適圈

HKCC Freshmen Encouraged to Step Out of Their Comfort Zone

鄭少斌

HKCC 2020/21學年於9月7日揭開序幕。為迎接新生入讀34項副學士及高級文憑課程，學院舉辦一系列以Step Out為題的迎新活動，協助他們投入大專生活。

因為新冠肺炎疫情關係，所有迎新活動需於網上舉行，但新生仍然積極參與，特別是分享會及工作坊，例如：「自己未來自己創@FSCC」、「大專生活是咁的！」、「登入CC」、「淘出CC」、「舊生分享—CC生活及升學心得」及「其實你很好」。

CPCE副院長（發展）兼HKCC院長梁德榮博士於迎新影片中鼓勵新生：「今年的迎新主題是Step Out，希望各位新同學在HKCC的兩年，多嘗試新事物，多學習新的知識及技能，在不斷嘗試的過程中，大家會變得更加成熟，一步一步邁向成功。」

為配合新學期的網上教學，CPCE資訊科技處特別製作了短片，向新生講解如何使用網上學習平台。另外，學院亦投放了很多資源，加強支援網上學習及授課，例如在理大西九龍校園的製作室已投入運作，方便講師製作高質素的網上課堂，學院更添置了多種硬件及軟件，以配合網上評核及改卷。

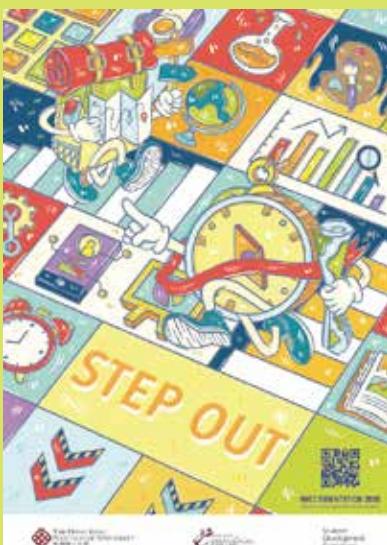
Chris Cheng

To kick off the 2020/21 academic year, HKCC organised a series of induction activities with the theme of "Step Out". These activities aimed at helping the freshmen of the 34 Associate Degree and Higher Diploma programmes to adapt to college life.

Due to the COVID-19 pandemic, all induction activities had to go online. However, freshmen still participated with great enthusiasm, particularly in sharing sessions and workshops such as "Plan Your Future@FSCC", "Tips for Adjusting to College Life", "Login@CC", "Freeing@CC", "Graduate Sharing – Life at CC and Articulation Plan", and "Empowering through Self-discovery".

Dr Simon Leung, CPCE Associate Dean (Development) and HKCC Director, encourages freshmen in the induction video: "This year's orientation theme is 'Step Out'. We hope each freshman will try more new things and learn more new knowledge and skills during the two years at HKCC. By constantly trying, you will become more mature and get closer to success step by step."

In order to facilitate online teaching and learning, CPCE's Information Technology Unit made a video with points to note for using online learning platforms. The College has also devoted many resources to enhance online teaching and learning. For example, a studio on the PolyU West Kowloon Campus has been set up for lecturers to prepare quality online lectures. A great variety of hardware and software has also been added to facilitate online assessment and marking.



今年的迎新主題是Step Out，鼓勵新生勇於嘗試。
With the theme of "Step Out", this year's orientation encourages freshmen to dare to try.



CPCE副院長（發展）兼HKCC院長梁德榮博士表示：HKCC會一如既往提供優質教育及全人發展機會，幫助同學升讀大學。
Dr Simon Leung, CPCE Associate Dean (Development) and HKCC Director, says HKCC will continue to offer quality education and holistic development opportunities to help students articulate to university.

理大西九龍校園製作室已啟用，
以製作網上課堂。

A studio on the PolyU West Kowloon Campus for preparing online lectures is in operation.



兩位設計學應屆畢業生勇奪環保比賽三獎

Two Design Fresh Graduates Win Three Awards in Green Sense Competition

呂雅君

紅學副學士（視覺傳意）兩位應屆畢業生為它們注入環保元素，在香港印藝學會主辦的「第『綠』感—環保創意設計比賽2019」中奪得殊榮，比賽結果於2020年4月公布。

張燁佩同學的創新紅封包設計，以「利利是是，有求必應」為題，榮獲平面設計組金獎和最佳創意大獎。燁佩分享她的得獎設計靈感：「我希望能在農曆新年表達愛與祝福之餘，也在家家戶戶送舊迎新的時候傳遞重要的環保訊息。」燁佩對連奪兩獎感到非常榮幸：「十分感謝主辦機構的賞識和講師申念茵小姐的指導，令我在比賽中獲益良多。」

張慧儀同學以「小童銀包」在立體設計組獲得優異獎。首次參賽挑戰自己，對慧儀來說是難忘的經歷。她說：「參觀環保印刷廠令我有機會了解印刷業的運作和認識不同物料。這次獲獎，令我更有衝勁和熱誠參加日後的各種比賽。」

是次比賽旨在推廣廢物循環再造及升級再造，培養大眾的環保意識，表彰創意與環保合一的設計，支持綠色生活。評審團由設計、印刷、環保界別專業人士組成，根據創意、環保效益及美觀程度選出優勝作品。

Emily Lui

While both red packets and wallets are usually regarded as accessories to what is inside them, two fresh graduates of Associate in Design (Visual Communication) reinvented them from an environmentally friendly perspective and won awards in the Environmental Design Competition 2019 — The Green Sense organised by the Graphic Arts Association of Hong Kong. The results were announced in April 2020.

Receiving the Gold Award in the Graphic Design Category and the Most Creative Award with her creative design of red packets, Cheung Yip-pui shared how she was inspired to come up with her winning design: "I wish to express love and blessings during the Lunar New Year, which is also a time of the year when environmental awareness is especially important as people are cleaning up their houses for a fresh start." Yip-pui felt very blessed in winning the two awards: "I would like to thank the organiser for its recognition and my lecturer, Ms Vera Sun, for her coaching. I learned a lot during the competition."

Cheung Wai-ye won a Merit Award in the 3-Dimensional Design Category with her design of children's wallets. This was the first time Wai-ye challenged herself in a competition, which was an unforgettable experience. "Visiting an environmentally friendly printing company was a valuable opportunity for me to learn about the operation and the great variety of material used in the printing industry. Winning the prize is so encouraging that I wish to take part in other competitions in the future," she said.

Aiming at nurturing the sense of environmental protection in the community, the competition recognised creative designs which help promote a green lifestyle through recycle and upcycle. The judging panel was formed by professionals from the fields of design, printing, and environmental protection. All winning entries were recognised for their creativity, eco-efficiency and aesthetics.



設計副學士（視覺傳意）課程統籌申念茵小姐（右四）出席「第『綠』感—環保創意設計比賽2019」啟動禮。
Ms Vera Sun (4th right), Programme Leader of Associate in Design (Visual Communication), attends the Environmental Design Competition 2019 — The Green Sense Launch Ceremony.



燁佩的紅封包設計榮獲金獎和最佳創意大獎。
Yip-pui's red packet design wins her the Gold Award and the Most Creative Award.



同學參觀環保印刷廠，了解運作。
Students visit an environmentally friendly printing company to understand its operation.

編者的話 From the Editor

在疫情陰霾下學習，縱然挑戰重重，也可收穫豐盛。在過去的學期，HKCC同學在多個領域中充分表現出堅毅不拔的精神及適應能力，例如在知名比賽中獲獎（第2及3頁）和善用網上教學，取得優異成績（第7頁）。

Studying in pandemic times can be challenging yet rewarding. In the past semester, HKCC students demonstrated their perseverance and resilience in various areas such as winning prestigious competitions (pp. 2-3) and getting the most out of online learning to achieve excellent academic results (p.7).

廣告設計學生獲金像獎海報設計比賽季軍

Advertising Design Student Named 2nd Runner-up in Film Awards Poster Design Competition

潘美蘭

恭賀設計學副學士（廣告設計）二年級同學黃卓妍在第39屆香港電影金像獎學生海報設計比賽中，獲得季軍殊榮。

卓妍表示，她的參賽作品原是專業教育必修科目「設計入門 I」的習作。任教此科的講師黃琮瑜先生鼓勵同學參加這項比賽，她便抱著一試無妨的心態報名，對最終獲獎甚感驚喜。是次比賽的評判均為美術界及設計界的資深專業人士，包括香港設計師協會副會長高少康先生和執行委員葉素文小姐；香港電影美術學會會長張世宏先生和執行委員莫少宗先生。

海報以「光影背後的團隊」作主題，因此卓妍選用了幕後製作團隊的圖片，並以充滿神秘感的黑色為主色，表達每一位默默耕耘的幕後工作人員也應得到大眾的注目。海報中央則利用柔和的金色線條，勾勒出數字39和金像獎女神的形象。

卓妍十分感謝主辦單位給予的肯定，令她信心大增，日後她會更積極參加不同的設計比賽。她亦希望藉此機會勉勵同學：「不要因為害怕失敗而不敢去嘗試。不論成敗與否，嘗試本身已是寶貴的人生經驗。」

May Poon

Congratulations to our year-two student of Associate in Design (Advertising Design), Wong Cheuk-yin, who won the second runner-up in the 39th Hong Kong Film Awards Students Poster Design Competition.

Cheuk-yin's entry was originally created as an assignment for the discipline-specific compulsory subject "Introduction to Design I". The subject lecturer, Mr Martin Wong, encouraged students to join the competition. Cheuk-yin participated with a "nothing-to-lose" mindset, and she was pleasantly surprised by the honour. The judging panel comprised seasoned professionals from the art and design industries, including Mr Hong Ko (Vice Chairman) and Ms Kristie Ip (Executive Committee Member) of the Hong Kong Designers Association, and Mr Sliver Cheung (Chairman) and Mr Alex Mok (Executive Committee Member) of the Hong Kong Film Arts Association.

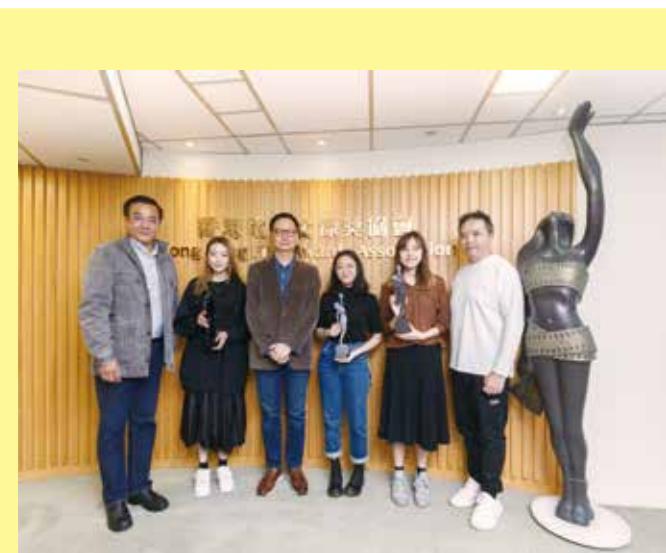
The theme being "Behind the Scenes", Cheuk-yin therefore chose a photo of film crew members and used black to create a sense of mystery, with the aim of drawing public attention to backstage heroes. In addition, the soft golden curves in the middle of the poster draw both the outlines of the figure 39 and the goddess statue.

Cheuk-yin was thankful to the competition organiser for the recognition, which significantly boosted her confidence and increased her eagerness to take part in future design competitions. She would also like to encourage her fellow students, "Don't let the fear of losing get in the way of trying. Whether or not you win, the experience gained is precious in itself."



卓妍獲獎的海報設計，以黑色作主色，象徵幕後人員的默默耕耘及神秘感。

The black tone used in Cheuk-yin's award winning poster symbolises film crew members behind the scenes who work hard but are often unrecognised.



香港電影金像獎協會主席及董事祝賀冠、亞、季軍得主。
The Chairman and directors of the Hong Kong Film Awards Association congratulate the champion and first and second runners-up.



香港電影金像獎協會主席爾冬陞先生頒獎給卓妍（右）。
Mr Derek Yee, Chairman of the Hong Kong Film Awards Association, presents the trophy to Cheuk-yin (right).

從克里姆林宮的紅磚到不諳英文的當地人

From Red-brick Kremlin to Locals Speaking Little English

吳文麗

2020年1月9日至16日，HKCC及SPEED合共57位同學參加國際文化體驗遊學團，遠赴俄羅斯，深入體驗當地文化。

大部分同學是初次看到雪，並親身體驗嚴寒天氣。此外，俄羅斯的歷史、宗教、建築和博物館亦令他們著迷。HKCC工商業副學士（酒店管理）畢業生、現為SPEED市場營銷管理（榮譽）文學二年級同學的郭兆鏞，在莫斯科及聖彼得堡與當地大學生及教授交流，印象深刻。他說：「我學懂事無大小都要做足準備，方能成功。」

語言障礙是同學此行遇到的最大挑戰之一，由於俄國人大多不諳英文，為與當地人溝通，同學都要使用翻譯應用程式和身體語言，讓他們明白到人際溝通技巧的重要。

Wendy Wu

Embarking on their International Cultural Experience Tour to Russia from 9 to 16 January 2020, 57 students from HKCC and SPEED gained an insightful understanding of Russian culture.

It was the first time for most students to see snow and experience extremely cold weather. In addition to the climate, Russia's history, religion, architecture, and museums were also fascinating to them. After interacting with university students and professors in Moscow and Saint Petersburg, Kuok Siu-lau, an HKCC graduate of Associate in Business (Hospitality Management) and now a year-two student of SPEED's BA (Hons) in Marketing Management, was deeply impressed. "I have learnt detailed planning is key to success, no matter how insignificant an event may appear," he said.

One of the biggest challenges faced by our students was the language barrier. As most Russians do not speak English, our students had to use translation apps and body language to interact with the locals, making them realise the importance of interpersonal communication skills.



來到莫斯科一個農村地區，同學與教授俄式烹飪及烘焙的家庭合照。

Visiting a rural area in Moscow, our students take a group photo with a family that teaches Russian cooking and baking.



同學到訪俄羅斯新大學，與當地朋輩歡聚。

Our students have a good time with local youngsters at Russian New University.

現實歷險記—沖繩背包客之旅

Real Life Adventure – Backpacking in Okinawa

李淑敏

來自HKCC及SPEED的37位同學，於2020年1月4日至10日參加了國際文化體驗遊學團，成為背包客，前往日本沖繩。他們不但體驗了野外露營及戶外烹飪，還嘗試親手製作沖繩傳統手工玻璃。

健康學副學士二年級同學陳志薇很高興能夠在旅程中作一些新嘗試，包括體驗背包旅行、嘗試用日語問路，以及乘搭順風車。由於預算有限，志薇和組員決定搭順風車。雖然一開始很難，但幸好他們最終遇上了兩位司機，慷慨地免費接載他們一程。志薇表示：「其中一位司機還請我們吃飯，當地人那麼友善和熱情好客，讓我們十分感動。」這次旅程令志薇這個靦腆的女孩踏出舒適區，她學會主動跟陌生人談話，並因此感受到了無窮樂趣。



同學以豐富創意表達對沖繩的愛。
Students express their love for Okinawa in a creative way.

Pei-chun Shih

Thirty-seven students from HKCC and SPEED joined an International Cultural Experience Tour to Okinawa, Japan from 4 to 10 January 2020 as backpackers. They not only enjoyed wild camping and outdoor cooking but also gained hands-on experience of crafting Okinawa traditional glass.

Chan Chi-mei, a year-two student of Associate in Health Studies, was excited that she made a few new attempts during the tour, including backpacking, asking for directions in Japanese, and hitching a ride. Travelling on a tight budget, Chi-mei and her groupmates decided to try hitchhiking. Although it seemed to be a hard task at first, they were lucky to meet two drivers who generously offered them free rides. "One of the drivers even treated us to a meal. We were very impressed by the warm hospitality of local residents," said Chi-mei. This tour pushed Chi-mei, a very shy girl, beyond her comfort zone and enabled her to start conversations with strangers. It brought so much fun in return.



「窮遊」充滿挑戰和樂趣。
Travelling on a tight budget is challenging and fun.

二十位同學獲頒第一屆「重返校園獎學金」

Twenty Students Receive the First "Back-to-School Scholarship"

鄭少斌

除了香港中學文憑考試畢業生外，HKCC副學士及高級文憑課程亦歡迎有志進修的在職人士報讀。HKCC更於去年增設「重返校園獎學金」，表彰重返校園後取得優異成績的學生，並減輕他們的經濟負擔。首屆獎學金共有20位得主，當中更有數名取得最高平均積分點 (GPA) 4.0的尖子，各獲頒港幣10,000元。

剛於2020/21學年升讀二年級的健康學副學士同學曹維進，於第一學年的首學期以GPA 4.0的佳績獲頒第一屆「重返校園獎學金」。維進曾經投身職場四年，從事文職、服務業及護理工作等，令他了解到自己喜歡與人溝通，特別對健康護理工作有興趣，於是決定重拾書本。

維進於2020年1月及6月分別在聖公會聖匠堂長者社區中心及聖德肋撒醫院實習，協助照顧長者及病人，增加了他對健康護理工作的認識，亦令他了解到護理員的工作並不局限於醫院，就業出路廣闊。

維進表示，獎學金大大增強了他的自信心。他說：「最初，我一心只想銜接升讀護理系的學士學位課程，現在我更加進取，以升讀物理治療系的學士學位課程為目標。」另外，他指獎學金是很大的經濟幫助，他正考慮購買人生第一部筆記本電腦，更好地促進學習。

語文及文化副學士二年級同學陳美倩於第一學年的首學期以GPA 3.9的佳績獲頒「重返校園獎學金」。她一直有興趣修讀語言相關的學士學位課程，但因公開試成績並不理想，又不想浪費時間及金錢報讀不感興趣的課程，因而選擇一邊任職銷售員，一邊留意升學機會。後來，她發現HKCC語文及文化副學士課程切合自己的興趣和實際需要，便毅然重返校園。

美倩說：「課程會教授英文、日文及普通話的發音、拼音及文法等，讓學生掌握多種語言的運用，提升就業競爭力。」她希望畢業後升讀香港大學文學士學位課程。

美倩建議有意重返校園的人士，應按個人目標及興趣選擇課程，不用擔心難以適應，因為各個課程設有很多小組報告，促進同學之間的合作。而在職人士重返校園，不乏優勢。她說：「因為有工作經驗，做事會較縝密，也懂得從不同角度思考問題。」

Chris Cheng

Apart from HKDSE graduates, working adults determined to upgrade their qualifications are also welcome to apply for admission to HKCC's Associate Degree and Higher Diploma programmes. Last year, HKCC established the "Back-to-School Scholarship" to recognise these adult students with outstanding academic performance and ease their financial burden. The first cohort of 20 recipients of the scholarship each received HK\$10,000. Among them, a few even obtained a perfect GPA of 4.0.

Tso Wai-chun, who just started his year-two studies of Associate in Health Studies in the 2020/21 academic year, received the first "Back-to-School Scholarship" with his impressive GPA of 4.0 in the first semester of year-one studies. Wai-chun took up jobs related to clerical work, services, and healthcare for four years before joining HKCC, which enabled him to realise his interest in communicating with people, particularly in healthcare. Therefore, he decided to return to school.

Wai-chun worked as an intern at S.K.H Holy Carpenter Church Community Centre and St. Teresa's Hospital in January and June 2020 respectively, assisting in the provision of care for the elderly and patients, through which he enhanced his healthcare knowledge and understood that ample job opportunities were out there in addition to employment in hospitals.

Wai-chun said the scholarship greatly boosted his confidence. "In the beginning, I just wanted to articulate to a bachelor's degree in nursing. Now I am more aggressive, aiming to enrol in a bachelor's degree in physiotherapy," he shared. The scholarship was of great help to him; he would consider buying his very first notebook to better facilitate his studies.

Chan Mei-sin, a year-two student of Associate in Language and Culture, was awarded the "Back-to-School Scholarship" with her outstanding GPA of 3.9 in the first semester of her year-one studies. Mei-sin had wanted to study a language-related bachelor's degree programme, but her public exam results were not satisfactory. In order not to waste time and money on a programme she was not interested in, Mei-sin chose to work in sales while looking for opportunities for further studies at the same time. Eventually, she found that HKCC's Associate in Language and Culture suited her interest and needs, so she made up her mind to join HKCC.

"The programme teaches pronunciation, phonics and grammar of English, Japanese and Putonghua. By learning to use various languages, students can enhance their employability," said Mei-sin. She hopes to keep up the good work and articulate to the Bachelor of Arts programme of The University of Hong Kong after graduation.

For those who plan to go back to school, Mei-sin advises that they should choose their programmes according to their own goals and interests. They do not have to worry about the difficulty of picking up studies as there are many group projects to facilitate co-operation among classmates, and mature students have their edge too. "Our work experience has made us more responsible and cautious, and we are able to take different parties into consideration too," she said.



維進憑GPA 4.0的佳績獲頒「重返校園獎學金」。
With his impressive GPA of 4.0, Wai-chun receives the "Back-to-School Scholarship".



美倩希望畢業後升讀香港大學文學士學位課程。
Mei-sin hopes to articulate to the Bachelor of Arts programme of The University of Hong Kong after graduation.



獎學金詳情
Scholarship details



維進（左二）於聖德肋撒醫院實習時與同事合照。
Wai-chun (2nd left) with his colleagues during his internship at St. Teresa's Hospital.



維進（右）於聖公會聖匠堂長者社區中心實習時，與長者玩遊戲。
Wai-chun (right) plays games with the elderly during his internship at S.K.H Holy Carpenter Church Community Centre.

應屆畢業生獲油尖旺區校長會頒發傑出學生獎

Fresh Graduate Receives Yau Tsim Mong Outstanding Student Award

陳穎聰

商科副學士（國際商業）應屆畢業生何冠毅，榮獲油尖旺區校長會舉辦的2019/20年度「油尖旺區傑出學生獎勵計劃」高中及高等學院組別的傑出學生獎，以表揚他在學習成績、友愛合群及待人接物方面的優秀表現。冠毅已於本學年升讀香港科技大學工商管理課程，達成當初入讀HKCC時許下的願望。

冠毅說：「HKCC提供的多元化活動，例如內地義教及社區服務團、學生大使計劃、『菁英行』美國洛杉磯遊學團，以及學生會扶輪青年服務團的台灣國際服務遊學計劃等，對認識自我及塑造理想性格，有極大幫助，讓我變得愈來愈積極和主動。」

冠毅認為無論學習還是工作，獨自一人是走不遠的，除了自己的努力外，同學和朋友之間的互助也非常重要。

Wong Chun-lai

Ho Koon-ngai, a fresh graduate of Associate in Business (International Business), received the Outstanding Student Award (Senior Secondary and Tertiary Section) in the Yau Tsim Mong District Outstanding Student Award Scheme 2019/20 organised by the District School Liaison Committee in recognition of his outstanding performance in academic studies, social interactions and communication skills. Koon-ngai has been admitted to the Business and Management programme at The Hong Kong University of Science and Technology this academic year, fulfilling his wish upon admission to HKCC.

Koon-ngai said, "The diverse activities provided by HKCC, such as voluntary teaching and community service in mainland China, the Student Ambassador Programme, the Elite Tour to Los Angeles, USA, and the Taiwan International Service Study Tour held by the Rotaract Club of HKCC Students' Union, helped me a great deal in understanding more about myself and in shaping my character. I have become more positive and proactive after participating in these co-curricular programmes."

Koon-ngai believes that one can never go far alone, be it in school or on a job. In addition to individual effort, it is crucial to have mutual support from fellow students and friends.



儘管頒獎典禮因疫情影響而取消，冠毅得獎的喜悅絲毫無減。

The award ceremony was cancelled due to the pandemic, yet it does not diminish Koon-ngai's joy.

博納360創意計劃比賽 培養廣告業觸覺

POAD 360 Creative Campaign Competition Fosters Advertising Acumen

楊康婷

由工商及款待業管理學部主辦、博納戶外廣告有限公司贊助的「博納360創意計劃比賽2019/20」決賽於2020年3月展開。由於新冠肺炎疫情關係，比賽於網上舉行，計劃書以簡報形式，輔以旁白解說完成。評審團由多名廣告及媒體界業內人士組成，於2020年4月6日選出金、銀、銅獎得獎隊伍，共獲博納贊助港幣12,000元獎金。

為讓參賽同學更瞭解市場與廣告的關係，HKCC於2019年10月在理大西九龍校園舉辦嘉賓講座，邀請博納常務董事何立嘉小姐與參賽者分享戶外廣告的最新發展。

參賽同學普遍認為比賽能夠實踐課堂所學，令他們獲益良多。進入決賽的同學參考項目顧問的專業意見，整理計劃書，部分同學更到品牌門市與消費者及售貨員交流，務求設計最切合市場需要的廣告。

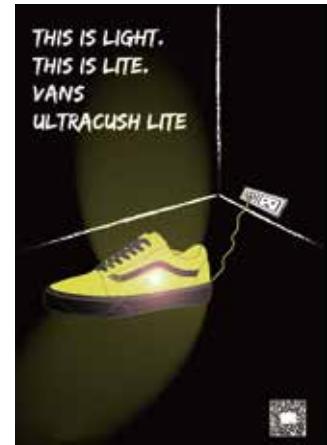
金獎隊伍隊長梁煒逸同學剛修畢工商業副學士（市場學）課程。他認為廣告設計需要分析競爭對手，以瞭解自己的優勢，從而推動潛在顧客作出最佳的選擇。宏盟媒體集團首席執行官黃國文先生是評判之一，他讚揚金獎隊伍的作品具創意，並考慮到每個媒體的特點和細節，讓廣告理念能夠充分發揮和執行。

Sukhjinder Kaur Randhawa

Organised by the Division of Business and Hospitality Management and sponsored by POADmedia Limited, the final of the POAD 360 Creative Campaign Competition 2019/20 was held in March 2020. Due to COVID-19, the competition was held online and the proposals were delivered via PowerPoint presentations with voice-overs. The judging panel comprised practitioners from the advertising and media industries. The Gold, Silver and Bronze award teams, which were chosen on 6 April 2020, received awards totalling HK\$12,000.

In order to let participants know more about the relationship between marketing and advertising, a guest talk was held in October 2019 on the PolyU West Kowloon Campus. Guest speaker Ms Clare Ho, Managing Director of POADmedia, shared the latest trends of outdoor advertising with the participants.

The participants generally thought that this competition created a good opportunity for them to put what they had learnt into practice. Moreover, the finalists had a chance to improve their proposals with the professional advice from the project consultants. In order to design advertisements that meet market needs, some students conducted shop visits to communicate with shop assistants and customers.



同學為品牌設計平面廣告，過程中不斷追求突破，以求作品與眾不同。

Students design a print advertisement for a brand. They pursue uniqueness and breakthroughs throughout the process.

Leung Alvis Wai-yat, the leader of the Gold Award team, has just graduated from Associate in Business (Marketing). He believes that it is necessary for advertising design practitioners to do competitor analysis and know their own strengths. This can motivate potential customers to make the best choice. Mr Deric Wong, Chief Executive Officer of Omnicom Media Group and one of the judges, praised the Golden Award team for their creativity and attention to the features and details of different media, with which the advertising ideas were fully realised and executed.

肺炎疫情無阻師生積極投入網上教學

Lecturers and Students Make the Best of Online Teaching in the Throes of COVID-19



雖然無法在校園見面，講師梁少玲小姐（中）仍一如既往地關心學生的情緒和學習需求。
Ms Jennifer Leong (middle) cares about students' emotional well-being and learning needs even though she cannot meet them on campus.



葉敏認為網上學習亦是一種可以取得優異成績的有效教學途徑。
Yemin believes online learning is an effective learning mode to achieve academic success.

郭熙琳

自2020年春季開始，新冠肺炎疫情爆發，迫使全港學校暫停面授課程，轉為網上教學。在HKCC，師生如何應對這前所未有的挑戰？當師生無法在教室面對面交流時，同學如何取得優異成績？

工商及款待業管理學部講師梁少玲小姐擔任Managing Organisations的科目統籌多年，逾1,200位學生於2019/20學年第一學期修讀該科目。但就連如此資深的老師，也認為此次情形極具挑戰性。梁小姐說：「與面授課程相比，在網上平台與學生的討論和互動顯然是有限的。」此外，她亦觀察到學生之間的學習態度相距甚大。很多同學積極主動，亦有些同學對科目興致缺缺，態度懶散。

為確保網上教學的質素，梁小姐帶領科目小組從多方面努力解決困難，包括利用Microsoft Teams進行實時網上教學、開展網上討論，以及提供額外的學習資源和支援等。梁小姐認為，這些努力可算是面授課程的最佳替代方案。科目小組亦特別留意同學的情緒和需求。梁小姐說：「為了配合網上學習，我們的科目小組花在解答同學疑難上的時間，比以往任何時候都要多。」

講師的努力獲得了回報，大多數同學已適應這種全新的學習模式。工商業副學士同學容葉敏於2019/20學年的第一及第二學期均取得極佳的成績。她表示，雖然組織小組報告有一定困難，但網上學習無疑有其優勢。「首先，講師一邊網上授課，一邊即時回覆在留言區內的問題，使一些比較沉默寡言的學生也勇於發問；其次，電腦和耳機幫我看清、聽清課程內容，使我更專注學習。在家學習的另一優勢是時間彈性，能夠節省交通時間，讓我得到充足的休息，然後投入學習。」

隨著香港肺炎疫情再度爆發，HKCC 2020/21學年第一學期大多數教學活動繼續於網上進行，直至疫情緩和。剛於新學年升讀二年級的葉敏表示有點失落，但不會特別失望。她說：「網上教學帶給我們很大的彈性和動力，也是一種很有效的教學途徑，幫助我們取得優異成績。我會抱著樂觀的心態迎接新學期，繼續努力。」

Xilin Guo

Since spring 2020, the outbreak of the COVID-19 pandemic has compelled teaching institutions in Hong Kong to suspend face-to-face classes and switch to online teaching. How did lecturers and students cope with this unprecedented challenge at HKCC? And how did students achieve academic success when deprived of the advantages of direct classroom interactions?

Ms Jennifer Leong, Lecturer of the Division of Business and Hospitality Management, has been the subject leader of Managing Organisations for many years. Over 1,200 students enrolled in this large subject in Semester One, 2019/20. Yet, an experienced lecturer like her still found the situation challenging. "Discussions and interactions with students were understandably limited with online platforms compared to face-to-face classes," said Ms Leong. She also observed marked variance in learning attitudes among students. While many of them were highly motivated, there were also students who lacked interest in the subject and slacked off in studies.

To ensure the quality of online teaching, Ms Leong and her subject team tackled these problems in multiple ways, including delivering live-streamed lectures on Microsoft Teams, conducting online discussions, and providing extra learning materials and support. These efforts, according to Ms Leong, constituted a fair substitute for face-to-face teaching. The subject team paid special attention to students' emotional well-being and learning needs. "Our subject team spent more time than ever on student consultation for the benefit of e-learning," shared Ms Leong.

The teaching staff's endeavours were well rewarded as most students have adapted well to this novel mode of learning. Rong Yemin, who achieved excellent academic results in Associate in Business in both Semesters One and Two 2019/20, believed while online learning might have made group projects less easy, it nevertheless has its own advantages: "For one thing, lecturers could deliver lectures online and respond to questions in the chatroom at the same time, and this encouraged more reticent students to participate in class. For another, the laptop and earplugs helped me to see and hear the lecture content more clearly and I could concentrate on learning better. One more advantage of learning at home is the flexibility of time. The time formerly spent on commuting can now be used to recharge my batteries before getting back into the study mode."

Due to a resurgence of coronavirus infections in Hong Kong, most teaching activities at HKCC remain online for Semester One 2020/21 until the pandemic subsides. Yemin, who just started her year-two studies in the new academic year, was a little frustrated but not too disappointed. "Online learning gives us a lot of flexibility and motivation. It is also a very effective learning mode to achieve academic success. Therefore, I will welcome the new semester with optimism and continued efforts," concluded Yemin.

鄭少斌 Chris Cheng

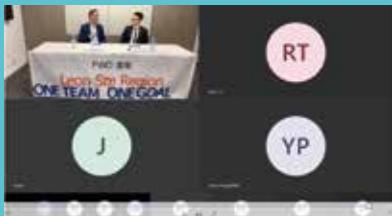
祝賀 賀中國語言及文學副學士二年級同學陳星潼，其論文「論奶茶熱潮與茶文化的關係」獲香港教育大學人文學院主辦的第四屆大學生人文學術研討會接受，並於2020年6月12日在網上研討會上發表。

Congratulations to Chan Sing-tung, a year-two student of Associate in Chinese Language and Literature, whose academic paper entitled "Discussing the Relationship between Milk Tea Fever and Tea Culture" was accepted for presentation at the 4th Undergraduate Academic Conference in Humanities organised by the Faculty of Humanities of The Education University of Hong Kong online on 12 June 2020.



CC Snapshots

HKCC 與富衛香港於2020年4月23日舉辦題為「金融界專業人士，三年內讓你的收入倍增！」的網上嘉賓講座，對象為來自六項工商業副學士課程的63位同學。學院十分榮幸邀請到中信銀行（國際）的伍家宏先生與同學分享從事銀行業所需的專業資格及就業前景。



An online guest talk entitled "A professional in finance, double your income in 3 years!" was conducted in collaboration with FWD Hong Kong on 23 April 2020 for 63 students from six Associate in Business programmes. We were honoured to have Mr Kelvin Ng from China CITIC Bank International to explain the required professional qualifications and to share career prospects in the banking industry.

HKCC 2020/21學年副學士及高級文憑課程網上選科資訊日於2020年6月5日至6日及12日至13日舉行，內容包括：「課程資訊、升學選科」講座；學生分享學習生活、實習及課外活動體驗；畢業生分享考取好成績的方法及大學入學面試技巧；以及IELTS攻略講座，共有逾500人參加。

HKCC Associate Degree and Higher Diploma Programmes Online Information Day was conducted on 5-6 and 12-13 June 2020. Activities included programme information talks; student sharing on studies, internships and co-curricular activities; graduate sharing on getting good grades and preparing for university admission interviews; and IELTS talks. The events attracted more than 500 participants.



參 加和富「傑出公民學生獎勵計劃」的八位HKCC同學於2020年1月初至1月中，為九龍塘及藍田區的長者及中小學生舉辦一系列活動。這些社區服務有助加強他們的溝通、團隊合作、組織、領導及解難技能。

Eight HKCC students, who joined the Wofoo Outstanding Student Citizen Awards, organised a series of activities for the elderly and primary and secondary students in Kowloon Tong and Lam Tin from early to mid-January 2020. These community services helped enhance our students' generic skills such as communication, team building, organisation, leadership and problem solving.



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