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### **CCCU Students win Prestigious Awards**

Five Year 2 students from the Community College of City University (CCCU) achieved a finalist award in the 2015 Kam Fan Awards (Students' Awards) organised by the Association of Accredited Advertising Agencies of Hong Kong (HK4As).

Five students from the Associate of Arts in Digital Visual Design (AADVD) programme opted to enter the competition in lieu of the normal project. There is keen competition as this is the only recognised event organised by an accredited association in Hong Kong for advertising and design students. Altogether there were 173 groups of participants from various local universities in the competition, with the 10 finalists invited to attend the gala dinner.

The CCCU students won the final and the only Silver Award in the competition, while four other institutions got the Bronze Awards.

“It is remarkable that the HK4As has not awarded the Gold Award since 2011. The point of entering the competition is to encourage them to apply what they have learnt at the College, be self-motivated, and make the most efficient use of the available resources. Through this process the students gained invaluable experience and the competition testifies to their capabilities,” said Ivan Lau, Programme Leader of the AADVD programme.

Detailed information on the competition and the awards are posted on HK4As's website: <http://www.aaaa.com.hk/en/awards/creativeAwards/studentAward.php>.

