Alumni Video: Raman Hui

Collaborator
PolyU Design – Marketing

Project Tutor
Katherine LUK

Students
CHEUNG Pui Man, Hebe
FAN Chi Pan, Ben
LEE Chik Sum, Sam
LEUNG Ka Mun, Cammei

Project Description
To strengthen the community’s knowledge about PolyU Design, the School planned to launch a series of alumni videos. The subject of the first video was to be Mr Raman Hui, Co-director of the animated feature film Shrek the Third. Raman was to be interviewed by Jim, an animated character, in front of a large audience. This video would be shown through a variety of media.

CEASE Crisis Centre TVC

Collaborator
Tung Wah Group of Hospitals
CEASE Crisis Centre

Project Tutor
Anthony LEE

Students
CHAN Sum Yui
FU Kim Hung
LAU Sze Long, Cena
LEUNG Chi Hang, Brian
NG Ho Yin Chris

Project Description
Founded in March 2007, the CEASE Crisis Centre is a multi-purpose crisis intervention and support centre that serves victims of sexual violence and individuals/families that encounter domestic violence or other family crises. A 30-second TV commercial was produced to deliver the following messages:
• The 24-hour service nature of our crisis intervention and support centre, which is manned by professional social workers
• Our dedication: CEASE all kinds of violence
• Our mission: to fully support you during the crisis, and closely accompany you throughout the recovery!

Screen shots