

OUTSTANDING STUDENT, SCHOOL OF DESIGN 2017

Miss YIP Cheuk Ying

BA (Hons) in Digital Media

I am Yip Cheuk Ying, a final year student studying Digital Media. It is my greatest honor to be selected as the Outstanding Student of School of Design.

If I had to choose one word to describe my life at PolyU, I would say “unregretted”. PolyU has provided me with numerous opportunities to challenge myself. Plenty of memorable and remarkable moments in my life happened in these years. I have learned, gained and challenged myself a lot throughout the years and every bit of them is the mark of my youth and growth. Being a Digital Media Design (DM) student, I watched a lot of



animations, movies and read a lot of stories in the lectures. But, today, I am really happy to have a chance to share my own story with all of you.

The path to my dream

It has long been my dream to become a designer and PolyU has created wings for me to fly high. I remember I was once an obedient student before I entered School of Design (SD), not in terms of behavior but the way of thinking. After entering SD, I decided to change. I started to learn through asking questions and finding my own answers. I was motivated to learn and strive for more in order to improve myself.

Before admitting into DM, I graduated from the PolyU Multimedia Design and Technology Higher Diploma Programme (HDMDT). Struggling hard to achieve my goals in those two years, I was so glad that my capstone project was being showcased in the School of Design Annual Show 2016. Moreover, I was selected as the outstanding student of HDMDT in the same year. The award and chance acknowledged my hard work throughout the years and motivated me to fight even harder for the future.

Apart from academics, PolyU has provided me chances to expand my social network, trigger my potential and prepare myself before entering the industry.



I have participated in the 2nd HK-SZ Design Biennale "Manifestation Exhibition - 深港學生作品展" in 2016. In this event, two of my fellow design students and I went to Shenzhen and collaborated with three local design students and created an interactive installation, which was then showcased at 6 roving exhibitions, as well as entered the Taiwan International Student Design Competition. It was my first time joining a cross-region design project which was also a valuable opportunity for me to experience different culture and learn from each other, as well as to make new friends. During the event, I attended different workshops and sharing sessions by many outstanding designers. Their experiences have inspired me a lot. After the event, I was interviewed as a guest on the TVB programme "文化廣場". It was my pleasure to represent my School and share the treasurable experience.

SD has greatly triggered my potential. Through my study programme, I got to learn about film production. After filming my first project with guidance from professional tutors and complete facility support, I greatly developed my interest in filmmaking. I was the director of several school projects and I was really proud of making my first microfilm.

I was also given a lot of opportunities to obtain experiences in the design industry. I got to work with different organizations and clients through cooperative projects. From preproduction to production then to post-production, we have learned how to actualize a project for customers by going through the whole process by ourselves. I have worked with the Hong Kong Society of Rehabilitation and the Hong Kong International Screen Association (HKISA) in cooperative projects where the final products were being used on their websites. Those were valuable learning experiences for me and helped me equip myself for my future career.

I aspire to spread positive energy to the society through my work. In 2017, I joined a service-learning programme to serve a group of primary school children with difference social backgrounds and came from underprivileged families at the Hong Kong Children & Youth Services Jockey Club Fong Shu Chuen Integrated Children & Youth Service Centre. Some of them suffered from Attention Deficit Hyperactivity Disorder and Asperger syndrome, and some of them were ethnic minority children. During the service workshops, we designed games and performed experiments with them in order to raise their interest towards learning. I also shared some of my drawings and animation works with them, as well as organized some DIY activities for them. Their enthusiasm and happy smiles were my greatest encouragement.

"Art is long and time is fleeting". I am determined to create more work in the future and spread the happiness to others.





A warm family

Above all, I must give huge thanks to my parents who let go of their own dreams and time just to give me a shot to achieve mine. Moreover, I would like to express my greatest appreciation for my tutors and friends for their support. PolyU is my second home and DM class is a big family. My tutors were like my parents on campus who gave me paramount support and took good care of me. I was able to share every bliss and problems with them. They were not only teachers in the lessons but the guiding light in my life.

During those days we worked through the nights on campus, others might think it had to be toilsome. But for me, I never thought of it as a slog. Staying in the studio and working through the night was a great and unforgettable experience for me to strengthen the friendship with my classmates. We worked together, chatted together and played crazily together. We were not only friends but "comrades-in-arms". I would not be where I am today without all of them by my side and those moments would always be the most unforgettable memory in my university life.

My advice to my juniors, believe in yourself and fight for your dream!