

Dean's Outstanding Internship Award – Certificate of Merit
院長優秀實習生獎表揚狀 (2025/26)

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Year 4 in 2024/25

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2024/25 學年四年級生

Internship Reflection

About Internship Organisation

Established in 1995, the Hong Kong Film Critics Society (HKFCS) is the inaugural cultural group in Hong Kong composed only of cinema critics and is a member of the International Federation of Film Critics (FIPRESCI). Its objective is to advance Hong Kong cinema from artistic and cultural viewpoints, enhancing appreciation while preserving the autonomy and integrity of film criticism. The mission aims to unite like-minded reviewers, celebrate the accomplishments of Hong Kong cinema, and promote critical conversation (Hong Kong Film Critics Society, 2025). The Society organises the HKFCS Awards, which acknowledge achievement in five principal categories: Best Film, Director, Screenwriter, Actor, and Actress, in addition to “Films of Merit.” These awards are determined by a three-round deliberation and voting procedure. Its publications include the Hong Kong Film Review yearbook, the quarterly journal HKinema (since 2007), and theme volumes on notable filmmakers such as Wong Karwai and Ann Hui (Hong Kong Film Critics Society, 2025). Collaborations include curated screenings and partnerships with the Leisure and Cultural Services Department in the <Critics' Choice> program (Leisure and Cultural Services Department, 2025).

Job Nature

During my internship at the Hong Kong Film Critics Society, my principal duties focused on visual communication and event assistance. My role included creating social media posts, converting intricate film criticism into visually accessible works, and supporting events. Tasks also required collaboration with film reviewers, writers, and staff to maintain the Society's editorial and cultural standards.

Actual Self-Assessed Achievements / Evidence & Deliverables

During the internship, I created and disseminated approximately 20 social media posts and stories on platforms including Facebook and Instagram, each customised to emphasise particular Society events, award announcements, or publications. I effectively upheld brand integrity through the implementation of sanctioned colour schemes, font, and layout styles, garnering favourable feedback from colleagues and viewers concerning clarity and visual attractiveness. I coordinated proficiently with authors, editors, and film critics to convert editorial information into visually captivating formats, consequently augmenting audience engagement metrics (e.g., increased likes, shares, and reach on specific pieces). I aided in the preparation and execution of societal events by providing design materials and logistical support, enhancing event presentation and audience experience. I significantly improved my expertise in post design. This endeavor enhanced my comprehension of how design may elevate cultural discourse in cinema criticism and the selection of film imagery for postings, rendering critical concepts more accessible to the public. Selecting appropriate movie images can captivate the audience's interest and encourage them to engage with the post; also, aligning the images with the substance of the review article is equally significant. The orientation of the text and images, whether landscape or portrait, is also intentional. It is advisable to incorporate many combinations within a single post.

Reflections on what I have learnt from the Internship

My internship at the Hong Kong Film Critics Society offered profound insights into the convergence of design and cultural discourse. My proficiency in social media post design significantly improved. This experience enhanced my technical proficiency with design tools and enriched my comprehension of how visual communication can elevate film criticism and render complicated concepts accessible to a broader audience.

An essential insight was the significance of picture selection in cinematic discourse. The strategic utilisation of film stills or advertising graphics can engage the audience and establish an instant visual link with the essential arguments articulated. Lester (2017) asserts that visual selections significantly influence audience perception and, within cinema criticism, act as a gateway for cultural discourse. Equally important was the alignment of selected photos with the content of the review article, ensuring that graphics support the intended message rather than detract from it (Barnard, 2013).

I also recognised the significance of layout and composition in affecting readability and engagement. The principles of Gestalt design emphasise the perception of elements as cohesive wholes (Wong, 1993), which informed my exploration of text and image

orientation. For example, rotating between portrait and landscape orientations facilitated enhanced diversity while preserving consistency between posts. Furthermore, integrating several image-text combinations inside a single post maintained audience engagement and communicated nuanced critical viewpoints more successfully (Lupton & Phillips, 2015). This internship enhanced my visual communication abilities, strengthened branding consistency, and underscored the importance of design as a vehicle for cultural critique. I now have a deeper understanding of how design choices—spanning from picture selection to layout—significantly influence public engagement with film critique.

Personal Reflective Insights on the Internship Experience

My internship at the Hong Kong Film Critics Society was a transforming experience that enhanced my technical design skills and significantly fostered my personal development. A significant benefit was acquiring the ability to interact proficiently with coworkers. As a design intern, I worked closely with the editorial team to comprehend the objective of their pieces and the principal ideas they aimed to communicate. This technique involved careful listening, posing clarifying enquiries, and converting textual analysis into visual representation. These conversations enhanced my interpersonal skills and fostered a greater understanding of working within a professional cultural organisation.

A notable aspect of my internship was my assistance during the 31st Hong Kong Film Critics Society Awards presentation. Participating as a member of the staff at such a formal and esteemed occasion was enlightening and motivating. The chance to observe prominent filmmakers and actresses, such as Sean Lau Ching-wan and Sammi Cheng, provided me with a unique, behind-the-scenes insight into the film industry. My duties, like distributing autograph pens to prize recipients and escorting them backstage, may have appeared insignificant; yet, they afforded me essential insight into event management procedures and the significance of professionalism in prominent cultural events. These jobs also enhanced my social abilities, particularly in engaging prominent individuals with respect and assurance.

The internship solidified my ambitions to pursue a career in creative businesses that integrate design, communication, and cultural exchange. It demonstrated that design is not solely ornamental but a strategic instrument that influences audience perception of ideas. Furthermore, it enhanced my enthusiasm for seeking chances that integrate visual communication with cultural debate, especially in film and media. This internship transcended a mere professional placement; it was a transformative experience that fostered my confidence and clarified my career trajectory. The experience affirmed that

my enthusiasm for design and cultural involvement may establish the basis for a significant professional trajectory.

Suggestion for further personal development or improvement In the future, I identify other domains where I can enhance my professional skills. A significant insight arises from my experience in creating promotional materials for the 30th Anniversary Exhibition of the Hong Kong Film Critics Society. Owing to the constrained planning period, I could only create very conventional designs that failed to completely encapsulate the unique significance of the centennial theme. Although the result was satisfactory, I contend that improved time management and more explicit preparation may have enabled me to create graphics that were more innovative, celebratory, and closely matched with the significance of the milestone. Consequently, a crucial area for enhancement is improving my capacity to manage project timetables more efficiently, leaving adequate time for research, ideation, and refinement to create ideas that align more profoundly with the intended topic.

I aim to enhance my communication initiative. Throughout the internship, I consistently concentrated on fulfilling my designated responsibilities. Nonetheless, I recognised that transcending those limitations to proactively solicit input and engage in dialogue with colleagues may enhance the calibre of my work. Soliciting comments from editors, reviewers, or colleagues enables me to acquire novel insights on how design might more effectively enhance textual content or event objectives. Enhancing this communication practice would not only refine my designs but also facilitate my development as a more collaborative team member.

I intend to enhance my project management abilities and foster greater receptiveness to dialogue, both of which will facilitate more deliberate and significant design results in the future. The Hong Kong Film Critics Society holds a prestigious position within the local film industry as a professional organization for critics. Its accolades and publications confer legitimacy and reputation among filmmakers, reviewers, and cultural practitioners. In modern culture, when digital platforms and mainstream media primarily influence cultural consumption, the culture remains somewhat niche, with limited public awareness. The conflict between professional acknowledgement and broader public engagement presents a significant challenge for the institution (Trumpbour, 2007).

At the outset of my internship, I observed that the Society's social media presence had inconsistency in visual design and tone, which likely resulted in diminished engagement rates. However, with the influx of new interns in August, the

administrative team began standardising post styles and exploring interactive elements, including Instagram Stories. These initiatives demonstrated an increasing recognition of the necessity for adaptation to digital culture, especially in engaging younger demographics who demand immediacy, interactivity, and visual consistency (Leaver, Highfield & Abidin, 2020). Significantly, although film review is frequently seen as a serious intellectual endeavor, promotional articles may employ more creative, amusing, or trend-aware strategies without compromising professionalism. The equilibrium between gravitas and approachability is essential in modern cultural discourse (Corner, 2007).

A further remark pertains to structural constraints. The Society, being a non-profit institution dependent on funding from the Hong Kong Arts Development Council, encounters financial and developmental limitations. To rectify this, it may contemplate enhancing collaborations— with educational institutions, cultural entities, or film festivals—to augment its public outreach. Educational outreach, specifically, could elucidate film criticism for younger audiences, assisting them in recognising that criticism is not solely a subjective response but an informed analysis rooted in film knowledge and cinematic language (Kuhn & Westwell, 2012). These measures would enhance the Society's reputation and enrich the vibrancy of Hong Kong's film culture (Teo, 2019).

In summary, the HKFCS exemplifies professionalism and industry acknowledgement; however, increased innovation in outreach and sustainable development strategies could augment its capacity to link film criticism with the wider society.

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