



Press Release – For Immediate Release

To: Assignment Editor/Editor of Education, Local News and Cultural Sections

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HSUHK Communication School hosts AI workshop students' works exhibition and awards ceremony

The inaugural “AI Workshop” organised by the School of Communication (SCOM) at The Hang Seng University of Hong Kong, co-hosted by Radio Television Hong Kong (RTHK), and supported by the University Teaching and Learning Quality Committee, has successfully concluded. On April 27, the “AI Workshop Students’ Works Exhibition and Awards Ceremony” was held to showcase students’ creative achievements and honour outstanding works.

This workshop marks SCOM’s first in-depth collaboration with the broadcasting and film industries in the field of AI education. It was thoughtfully conceptualised and planned by Associate Dean Professor Ronald Chiu, together with three faculty members -- Dr Sobel Chan, Ms Doris Law and Ms Glacial Cheng -- marking a significant milestone in innovative teaching.

Amid the increasing integration of AI in journalism, communication, and media, the workshop titled “Enhancing Digital Communication through Generative AI: A Pilot Scheme for Innovative Pedagogies” directly engages with this emerging trend. It aims to deepen both faculty and students’ understanding and practical application of Generative AI, thereby enhancing students’ competitiveness in the future job market.

SCOM extends sincere gratitude to RTHK for their strong support, providing professional instructors and organising two visits to RTHK, enabling students to gain firsthand experience of AI’s practical applications in broadcasting. The expertise and guidance from RTHK professionals greatly enriched the students’ learning and broadened their perspectives.

Special thanks also go to Mr Wave Cheung from the Hong Kong Visual Effects Association, who shared the latest AI advancements in the film industry and provided in-depth mentorship, effectively bridging theory and practice for the students.

Following eight intensive training sessions, students successfully utilised Generative AI to create image works on diverse themes. The School held a week-long exhibition of these works, followed by an award ceremony. The champion was awarded to Lu Chaoqun, a Year 4 student of Convergent Media and Communication Technology; the first runner-up was Li Jinhan, a Year 2 student of Journalism and Communication; the second runner-up was Li Yuanjin, a Year 3 student of Convergent Media and Communication Technology. Merit awards went to Ou Yalan, a Year 2 student of Arts and Culture Communication, and Zhu Junxing, a Year 4 student of BBA (Hons) in Professional Accountancy.



The judges highly commended the students for their boundless creativity, diverse themes, and bold experimentation. They encouraged students to embrace AI as a powerful tool while cautioning against over-reliance, emphasising the importance of cultivating personal storytelling skills and creativity.

At the award ceremony, Professor Scarlet Tso, Dean of SCOM, emphasised that although AI has become an indispensable component across today's workplaces and professional fields, mastering technology alone is not enough. Developing the right mindset toward AI use -- including ethical considerations and critical thinking -- is equally vital. These qualities empower students to make responsible, professional decisions and produce superior work.

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Photos:



Photo 1: Students from SCOM visit the RTHK Virtual Reality Studio.



Photo 2: Photo shows the lighting ceremony for the AI Workshop Students' Works Exhibition.

Photos Download: [Link](#)



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with six Schools (Business, Communication, Decision Sciences, Humanities and Social Science, Translation and Foreign Languages, and Transdisciplinary Studies), and over 7,000 full-time undergraduate and postgraduate students. With its unique “Liberal + Professional” education model, HSUHK nurtures young talent with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK prioritises stellar undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, a unique residential college system that combines living and learning, interactive small-class teaching, close student-teacher relationships, impactful research, and excellent student development and support services.

HSUHK has earned various international recognitions. In the AppliedHE’s ALL ASIA Private University Ranking 2026, it secured 7th place in China. HSUHK ranked 22nd in Social Sciences and Humanities and 23rd in both Business and Management and Economics and Finance among China’s top universities in the Research.com Top Universities and Top Scientists Rankings 2026. The MSc in Global Supply Chain Management programme achieved 84th place globally in the QS International Trade Rankings 2025. Additionally, HSUHK’s School of Business obtained AACSB International accreditation in 2023, a mark of excellence held by only 6% of the world’s leading business schools. HSUHK was also ranked among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.