



香港大學  
THE UNIVERSITY OF HONG KONG

**CAES**  
The University of Hong Kong

**Communication  
Intensive Courses**

# ***Distinguished Communicator Award (DCA)***

***Could You be HKU's Next Distinguished Communicator?***

***Orientation Session  
15 Apr 2026***

***Dr. Juan Castillo  
CiC  
CAES, HKU***

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# ***Agenda***

- ***WHAT is the award?***
- ***WHY does it matter?***
- ***HOW to apply?***

## ***Quick Poll:***

**What kinds of communication tasks (oral, written, visual, digital) have you done before, in both academic and non-academic settings?**

e.g. Academic presentations, posters, research reports, video essays, sales pitch, community outreach etc...

**Chances are, you already have what it takes to apply!**



# DISTINGUISHED COMMUNICATOR AWARD

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## ***What?***

### **What is DCA?**

**To recognise** undergraduate students' exceptional communication competencies and leadership impact through oral, written, visual, and digital literacies.

### **Eligibility:**

- Undergraduates in **good academic standing**
- Have **completed 1 CI-badged course** or **1 CI-badged programme**
- Can showcase **4 Communication-intensive Experiences (CI-Exps)** targeting all four literacies (oral, written, visual and digital).

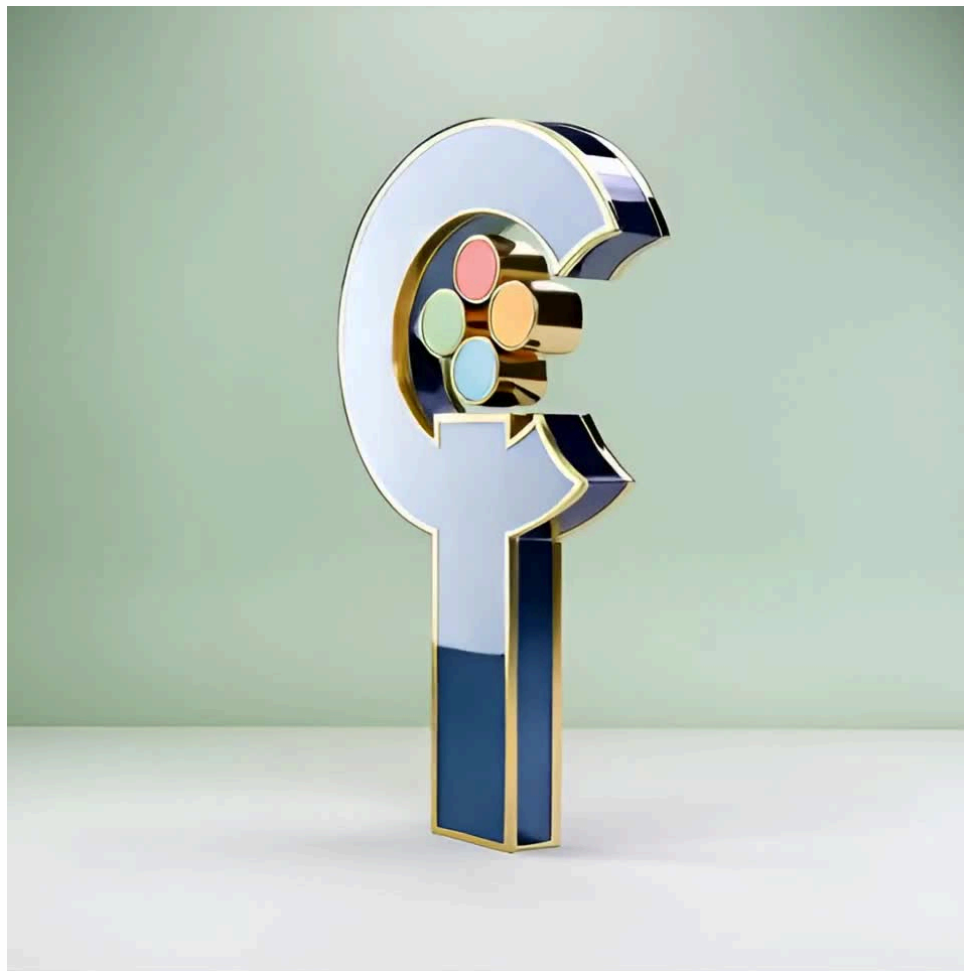


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## *Why?*



### **Each winner will get:**

- HKD 5,000 (up to 20 winners)
- Notation on HKU transcript
- Recognition at a special award ceremony
- Develop a multimedia portfolio / video resume for future job search



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***How?***

***Part 1. DCA Multimedia Portfolio***

***Part 2. Video Resume***



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# *Sample*

## ***Part 1. DCA Multimedia Portfolio***



image generated by AI

Ziggy Zhu is a Year 4 Comparative Literature & Sociology student.

**[Click her image](#)** to view her DCA portfolio created with **[Google site](#)**.



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# How?

## Part 1. DCA Multimedia Portfolio

### Landing Page

(about 60-90 sec of viewing time)

- **Communication Excellence Video:** deliver a 60–90 second video, audio or other multimedia content **introducing yourself** and articulating your expertise in the 4 communication literacies  
(*spoken, written, visual, digital*)
- Include **a short-written** summary of the video (50-100 words)

### Communication Skills Gallery

(about 2 mins of viewing time)

- Curate at least **2 artifacts** produced in Ci-badged courses taken, showcasing expertise in 4 literacies (spoken, written, visual, digital). It is possible for one artifact to demonstrate several literacies (e.g. a written report demonstrating both written and visual literacies).
  - Present the artifacts (e.g., presentation excerpt, infographic, presentation slides/visuals, prototype of a product design) as **an interactive gallery/timeline** with thumbnails, clips, or embeds
  - For each artifact, **add a 50-100 word annotation** explaining the communication literacy(ies) it evidences
- **Critical incident:** Based on the 2 artifacts, create a 1-2 minute narrated case (video/audio or a scrollytelling page) that shows:
  - The original communication artifacts (or excerpt)
  - The **feedback** you received (e.g., comments, rubric, peer notes)
  - Before/after comparison highlighting your **revisions**
  - What you learned and how it **changed** your communication practice

### Communication-intensive Experience

Gallery

(about 8-10 mins of viewing time)

- Feature **4 CI experiences** (e.g., multilingual outreach, case competition pitches, public debates, community projects). Demonstrate how you have applied the literacy skills you have learnt from your CI courses in the identified CI experience to impact the outcome through the following:
  - **8-10 minutes of media** (highlight reel, demo, or audio excerpt) and supporting visuals (slides, poster, prototype screenshots) to visualize the 4 experiences
  - Provide an **annotation** of up to 150 words of the experiences and explain the following:
    - *Your role, audience, goals, and outcomes/impacts. Illustrate how the literacy skills you learnt from the CI courses help you in the experience. Map the impact to broader HKU competencies or graduate attributes (global citizenship, problem-solving, ethical engagement), stating concrete evidence (reach, results, positive feedback).*



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# *Sample*

## ***Part 2. Video Resume***



Ilo  
(Engineering Robotics)



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# How?

## Part 2. Video Resume

### Guidelines

The video resume aims at providing a concise view of what an applicant can bring to their target audience. Therefore, it should:

- be **no more than 60 seconds**
- target an **industry / role** of your choosing (e.g. Education (industry) or MTR Maintenance team (role))
- act as an **accompaniment** of your written resume (resume does not need to be submitted in this application)

### Structure



0–10s:  
Hook & Intro

10–35s:  
Value Proposition  
+ Evidence



35–50s:  
Broader Fit /  
Transferable Quality

50–60s:  
Persuasive Close



- Name + target role/industry. Confident. opener that signals relevance
- Mention an additional quality (e.g., teamwork, problem-solving, leadership)
- Highlight 1–2 key strengths that matter most in that field/company. Back them with a specific example (achievement, project, experience)
- Persuasive close that reminds the reader why they should hire you

### Style

- **Relevance & Targeting:** Each video should feel **industry-specific**, not generic
- **Tone:** **Adapt** depending on the role (corporate = polished, creative = expressive, NGO = empathetic)
- **Setting/Visuals:** Neutral background for professional roles. More **dynamic visuals** (clips of projects, design samples) for creative roles

Click [here](#) to see video resume samples.

# ***How will you be evaluated?***

## Portfolio Scoring Rubrics

1. Multimedia Portfolio (60 points)

+

2. Video Resume (20 points)

+

3. Portfolio Professionalism (20 points)

+

# ***Selection Committee***

- 1. Vice-President & Pro-Vice Chancellor (Teaching & Learning)**
- 2. CiC Committee Chair**
- 3. Two faculty members**
- 4. CiC application peer reviewers**

**Application  
Deadline:  
29 May 2026, 5pm**

**Where to find out more and where to submit your application:**

**<https://cics.hku.hk/distinguished-communicator-award/>**

**Workshops (on Zoom):**

**7 May (Thu, 15:00 - 16:00)**

**8 May (Thu, 15:00 - 16:00)**

**Tips on creating the multimedia portfolio and video resume!**

***Thank you!***

**Email us: [cics@hku.hk](mailto:cics@hku.hk)**



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