

Selected as One of Only 30 Worldwide: Information and Communication Department's Ting-Yu Wang to Attend Cannes Creativity Festival in June

Campus focus

Under the encouragement of Adjunct Lecturer Chih-I Lai, Wang Ting-Yu, a junior in the Department of Information and Communication, participated in the 2024 Taiwan Young Lions/Young Spikes/RHSA 24 combined competition. Only 30 students were selected worldwide. The project "Destined," which she created with her teammates, was chosen for its unique field research approach. Their self-introduction video was also rich and comprehensive, earning recognition from the Founders Academy selection committee. Wang will travel to Cannes in June to attend the Cannes Lions International Festival of Creativity and related activities at the RHSA Founders Academy. "Destined" interviews people who have adopted stray dogs, exploring the fate of their encounters. The storylines they arranged give stray dogs a family and people a sense of belonging. "Fate is emotional it requires a bit of impulsiveness," said Wang. She mentioned, "When I learned about this on the MRT, I was exhausted, but hearing the news instantly energized me. I was so happy! I kept checking to ensure I hadn't misheard and was screaming inside joyfully." Due to the tight schedule for preparing the project, which coincided with final exams, Wang and her team had to use every spare moment for discussion and planning. They had only one week to complete the project, from interviews to the finished product, and also had to submit an English self-introduction video. It was indeed a busy time.

When visiting a shelter, they initially faced rejection, but fortunately, the "ZhuoMama Dog Shelter" agreed to let them conduct interviews and film. Ting-Yu Wang explained that true creativity isn't about how sophisticated video production is it's about capturing immediate moments with a phone camera. The spontaneous recordings became the critical insights of their video, which impressed the judges. She remarked, "It's my first time going to France, and I'm participating in such a major competition. I'm very

grateful for Ms. Chih-I Lai's support. It's a pity that only one person can go, so I can't attend with my teammates."

She also advised other students who aspire to Cannes: "Seize opportunities when they come, try new things, and don't give up too easily." She mentioned that Ms. Chih-I Lai strongly recommended that she participate. Although she initially hesitated due to the tight schedule and feeling that her chances were slim, she said, "I'm glad I seized this opportunity. Preparing for the competition helped me improve a lot and made me more aware of what I enjoy."



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