

## SPONSORED STUDENT PROJECTS (YEAR 2013-14)

### Art Club: Community Art Series

The project promotes art interest and art enjoyment. A series of communal art creations activities, including collage art, balloon darting and art exploration were held at the Atrium from 25 February to 26 March 2014. These activities were joined by over 100 participants. The group became a SU-affiliated student society in Spring 2015.



Date of Completion: 11 April 2014

### Be 科 the Dawn – Project CG! 2014

A case competition project with two missions: (i) to raise the awareness of breast cancer, and (ii) to equip people in the HKUST community with knowledge and skills to fight against breast cancer. Interviews and roadshow were conducted from 14 – 24 March 2014 on HKUST campus.

**RESEARCH:** be科 dawn

**Objectives:** To find out our promotion focus and information needed to provide

1. Student interview - Understand target's View & knowledge on breast cancer
2. Staff/President interview - Listen from seniors' perspective and their suggestions on raising awareness among university students

Research Recap Online Promotion Offline Promotion Summary

**RECAP: 乳你共舞** be科 dawn

3. Dance @ HKUST atrium - Teach an easy dance as a fun way to help students remember self-checking steps

Research Recap Online Promotion Offline Promotion Summary

**ONLINE PROMOTION:** be科 dawn

**Objective:** To provide adequate facts and self-check technique to target, and make them aware of the potential risk of breast cancer

3. Dance tutorial-Post self-check dance video on Facebook to teach students self-check steps

Research Recap Online Promotion Offline Promotion Summary

**SUMMARY** be科 dawn

Quantitative outcome:

- Average of over 1000 outreach per Facebook post
- Handed out over 250 files and leaflet in atrium
- Handed out over 100 ribbon to students

Research Recap Online Promotion Offline Promotion Summary

**SUMMARY** be科 dawn

Qualitative outcome:

- Gain support from students, school staff and president
- Sharp and eye-catching booth in atrium
- Hilarious dance step gain positive feedback from students

Research Recap Online Promotion Offline Promotion Summary

Date of Completion: 24 Mar 2014