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Awards for outstanding LICT students

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THIS year's winner of the Tan Sri Awang Had Salleh Award believes that waiting for someone else to do things will not get a student anywhere.

The annual award, presented to the best graduating student of the LimKokWing Institute of Creative Technology (LICT), was won by Ahmad Faiz Al-Habshi, or better known as "Victor" to his lecturers and friends.

An all-rounder in academic and extra-curricular activities, Ahmad Faiz said students should not be afraid to take the initiative and go the extra mile to achieve their dreams.

Another 36 outstanding LICT students were presented with cash awards by industry sponsors in 16 different categories for their innovative ideas, research and professionalism.

Among the categories of awards were Ogilvy and Mather's "Best in Art Direction", Unilever Holding's "Best in Communications" and Neuronet's "Best in Multimedia".

Ahmad Faiz said he enjoyed his studies during the three-year Diploma in Advertising course so much that working hard and putting in the extra effort was not a problem.

There was even time for fun and games - he performed in the "Cappuccino Club" which he formed. The club comprises 30 students who sing, dance and act in sketches during LICT's functions.

As he enjoys the performing arts, Ahmad Faiz is also a member of the Actors Studio and had the opportunity to sing his own composition called "Ostracised" at the World Aids Day gala last year.

The best part was when he and a team of his classmates won the Datin Seri Dr Siti Hasmah Award for submitting the winning proposal for an Awareness Campaign to the Malaysian AIDS Foundation.

Typically, his parents were wary when their talented son did well enough in the A-levels to consider medical studies but his keen sense of creativity led him into advertising instead. He said the Information Technology industry will boom and parents should not compel their children to enter traditional professions such as medicine and law.

His parents need not have worried, for Ahmad Faiz will be leaving for Melbourne, Australia to pursue his BA in Media Studies at Deakin University in Australia and later go on New York University in the United States for his Master's.

His favourite leisure pursuit is surfing the Internet.

"It is like the whole world is at my fingertips with no barrier for me to communicate with anyone around the world. It is better than spending my free time lepakking," he said.

LICT School Art and Design head, Kenneth Tan, said the institute is planning to expand its courses and increase the student intake to meet the future needs of the Multimedia Super Corridor.

He said the industry is taking note of Datuk Seri Dr Mahathir Mohamad's every move in that area and will steer its direction in accordance with decisions made after talks with top world experts.

"Information Technology is the future; we can't escape it," he said.

Tan said even important research work undertaken by universities could be converted into the multimedia format as a means to reach out to more students.

He said multi-media is the new wave in communications which will be able to capture students' interest as traditional ways of learning become less

effective.

New generations of students who are already familiar with computers will be able to use the multimedia as a non-linear method of individual learning to get the knowledge stored in the CD-ROM.

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