



Art director in a 4As agency stresses on teamwork

Joe Lai

Bachelor of Arts in Applied and Media Arts

Nowadays, multimedia is not only ubiquitous in our daily lives, it also provides a rewarding career for many talented people. Joe Lai, who graduated with a Bachelor of Arts in Applied and Media Arts from PolyU SPEED in 2006, thinks the programme helped him embark on a career in a thriving industry.

Expertise built on strong foundations

Joe thought that the programme offered by PolyU SPEED enabled him to acquire the relevant knowledge and skills progressively. “The programme covers three major areas: multimedia, graphic design and media arts. Students have the exposure to each area and then choose their favourite as a specialism. This enables students to explore their interests and strengthen their expertise for a future career.”

“Apart from theoretical knowledge, the School also provides students with opportunities to gain practical experience through its collaboration with various industrial and commercial organisations. Through these experiences, I realised how an idea could eventually be turned into a multimedia work. I also learned how to communicate with the clients, understand their thoughts and requirements,

and present my ideas to them accordingly,” Joe said.

Practical communication skills

Joe is now working as an art director for Cheil PengTai, a 4As advertising company. Talking about the advertising work that he loves, Joe recalled a memorable incident: “A few years ago, I was working in another renowned advertising company. The client was an international fast food chain which had a huge budget for a promotional campaign. A series of creative promotional activities, including the design and production of web pages and online games, had been launched to engage public participation. The deep satisfaction our team gained after completing this challenging project is beyond words,” Joe enthused.

“Cherish every learning opportunity to explore your own potential.”

Joe emphasised that innovative ideas aside, every successful advertising campaign relies on close collaboration among colleagues from different internal departments that helps to gain the trust of the client. The key to success is teamwork and excellent communication skills.



Joe said studying at PolyU SPEED equipped him with the necessary knowledge and skills to develop a career in the multimedia industry.