

## **LLEC Instagram Contest:**

### *New ways of Seeing Beauty*

Submit an original photo with a 50-100 word message for a chance to win the LLEC's second Instagram Photo Contest!

#### **Theme:** *New Ways of Seeing Beauty*

What is beautiful to you? Where do you find beauty in Hong Kong? Are there unlikely places that you find beautiful? There is no doubt that photography and art have shaped how we see beauty and what we consider to be beautiful. What was once considered an everyday scene or even boring can be brought to life with a photo that captures a subject in a particular lighting or at the right moment. With the press of a button on your phone, suddenly a person selling fish balls, a curious cat or a minibus on the street can be seen in a new and interesting way. Share with us a snapshot from your unique perspective along with words that will help expand our ways of seeing beauty.

**Contest period:** October 26<sup>th</sup> to December 24<sup>th</sup> at 12am.

#### **Winners and Prizes:**

Winners will first be notified on *Instagram*. To claim a prize, winners must respond on Instagram and provide a full name.

First Prize: \$300 gift certificate

Second Prize: \$200 gift certificate

Third Prize: \$100 gift certificate

Honourable mentions (3): All winning photos and honourable mentions will be posted on the LLEC website and printed and displayed at the LLEC at the Tseung Kwan O campus.

**Eligibility:** This contest is open to all CUSCS students currently enrolled in the Foundational Diploma, Higher Diploma and Top-Up Programs.

#### **Judging Criteria:**

Submissions will be judged based on: language use, originality, creativity, relevance to the contest theme and the impact value of the overall message.

#### **How to enter:**

- 1) Follow LLECContest on Instagram
- 2) Post a photo on your Instagram account
- 3) Write a 50-100 word description, summary or short paragraph
- 4) Tag @LLECContest and hashtag #EnglishContest #PastPresentFuture

#### **Rules and Regulations:**

Participants can contribute up to three submissions but photos and messages must be original and material cannot be repeated over submissions.

All photo submissions and written descriptions must be original.

All submissions will become property of the LLEC and will not be returned. By entering your submission, you grant the LLEC full usage of your submission.

Submissions may not contain any content that is obscene, offensive, profane or promotes messages that are inconsistent with the LLEC and its standards.

We reserve the right to disqualify participants, without notice, and for any reason.