

When Art Pays ➔

MyKRIS Limited, a Tier-1 Malaysian Internet & Intranet Services Provider organised a short video contest last year, which was held on a national scale. The contest, which ran from September to 15 December 2014, saw the participation of 250 students from 10 universities. After months of effort, students from Saito College were announced as the winners. Themed “Youth Creativity Prevails”, the MyKRIS short video contest was open to all private Malaysian university and college students that study digital animation, multimedia, video editing, graphic design, and film and broadcasting courses. In order to encourage more participants, MyKRIS’ short video contest was even incorporated as a course assignment in some of the colleges involved. According to MyKRIS’ Chief Executive Officer and Executive Chairman, Chew Choo Soon, they hope that they can work with partners to create a bigger and more extensive competition in 2015 to improve and nurture



the students to be a new generation of creative film makers. He also added, “No doubt that this kind of competition will act as an encouragement for tertiary students to develop their Multimedia creativity.” Not only did the students manage to apply the Multimedia video production skills

that they obtained in classes, they also were given the opportunity to experience first-hand, how the corporate world works. The winning students from Saito college were awarded with RM8,000 in prizes, while UCSI University and IACT College, who won second and third place, won RM4,000 and RM2,000 respectively.