

Respected Mr.

The Higher Colleges of Technology's Faculty of Applied Media, in collaboration with global computer software company, Adobe supported by Grapheast Elite Education Distribution Partner in MENA Region, has the great pleasure of inviting you to participate in the inaugural, online *Digital Literacy Leadership Forum*, under the theme of "*Integrating Emerging Technologies in Education*", which will take place on June 1-2, 2022 in Dubai, UAE.

The Forum aims to:

- Engage faculty and administrative leaders, by providing them with an opportunity to discuss and present their research work, and projects, in digital communication technologies with industry experts
- Unite academic initiatives and educational experiences, which will enhance the region's applied media learning environment and the understanding of digital literacy in higher education, and its development

We are honored to invite faculty and students from your institution to attend the various talks, panels, and training sessions in this forum. We will contact you shortly with detailed agenda and information.

Registration Links

Day 1: June 1 2022 @ 10:00 AM

https://hct.zoom.us/webinar/register/WN_6DpyqDWBTuyDeY8Hli6VBw

Day 2: June 2 2022 @ 10:00 AM

https://hct.zoom.us/webinar/register/WN_JuqUn3zHQYebQTkFK6nD7w

Additionally, students are highly encouraged to participate in two competitions. The details are on page 2 and 3.

“Life is beautiful” Student Photography Competition

“Tweet Story” Tiny Tale Competition

We look forward to seeing you at the forum and having your faculty and students participate.

Yours Sincerely,



Dr. Hanène Ben-Abdallah

Executive Dean of Computer Information Science & Applied Media

**HCT Digital Literacy Leadership Forum
Student Competitions**

1. Student Photography Competition

A digital photography competition, with the theme of “*Life is Beautiful*”, will be a feature of the online HCT Digital Literacy Leadership Forum, to be held from June 1-2, 2022. Student photographers from around the globe are invited to submit their stories and perspectives, incorporating the competition theme and captured through a camera lens or by mobile phone.

Ten (10) photographs will be selected by a judging panel for display at a virtual exhibition and the best three (3) photographs will be awarded cash prizes and certificates. The competition has been made possible by the generous support of the forum’s corporate sponsor - Grapheast Elite Education, Adobe Distribution Partner in the MENA region.

Submission Requirements:

- All college/university students from around the world are eligible to participate in the competition.
- Each student can only submit ONE photography entry.
- Portrait or Landscape photographs taken thorough mobile phones or professional cameras are accepted.
- Creative, clear, high resolution photographs should be submitted.
- The photographs should reflect the theme “Life is Beautiful”.
- Creative interpretation and expression of the theme should be considered.
- While editing the photo, only color corrections can be done. Manipulated photos will not be accepted.
- The submitted photos should include a caption (Do not exceed five words) and submitted through the competition submission link.
- File limit should not exceed 9 MB.
- The last day for submissions is 5pm on May 23, 2022.
- The decision of the Judging panel is final.
- The HCT Applied Media Faculty reserves the right to use any submitted photos for promotional or marketing purposes.
- Entries can be submitted using the Submission Link:
<https://forms.gle/E2UawAMmMU9fhtKeA>

Entry Evaluation Criteria:

- Storytelling/Concept: Creative presentation of the theme.
- Quality of the photo: Resolution and clarity.
- Application of design or photographic principles: Use of lighting, composition, and balance etc.
- Technical skills: Use of exposure, depth of field and focus etc.
- Visual Appeal: Color, value, contrast, artistic expression etc.

2. 'Tweet Story' Tiny Tale Competition

A digital tiny tale (short story) competition will be a feature of the online HCT Digital Literacy Leadership Forum, held from June 1-2, 2022.

Student storytellers are invited to share their tiny tales (short stories), in 280 characters through a tweet. The best three (3) tweet stories will be awarded attractive cash prizes and certificates.

The competition has been made possible by the generous support of the forum's corporate sponsor - Grapheast Elite Education, Adobe Distribution Partner in the MENA region.

Submission Requirements:

- All college/university students from around the world are eligible to participate in the competition.
- Each student can submit only ONE tweet story.
- The written story should be within 280 characters. Students should tweet their story using the hashtags #HCTweetStory AND #HappyHCT from their twitter account.
- Story should be written in Arabic or English language.
- The submitted story should have a title-not exceeding TWO words
- Plagiarised or translated stories will not be accepted.
- The Tweet Story should be free of grammar and spelling mistakes.
- Students should submit a screenshot of their tweet.
- The screenshot of the tweet should not exceed 9 MB.
- The deadline for submissions is **5pm on May 23, 2022**.
- The decision of the Judging panel is final.
- The HCT Applied Media Faculty reserves the right to use any of the submitted tweet stories for promotional or marketing purposes.
- The screenshot of the tweeted story should be submitted using the submission link <https://forms.gle/Ygj9LZHETuLuFmPZ9>

Evaluation Criteria:

- Theme/Concept
- Narrative structure
- Title of the story
- Writing skills
- Creativity