

Nine Dates with Content and Coffee

Date 7: Photos and Visual
Identity



香港中文大學

The Chinese University of Hong Kong

What's the most important part(s) of a publication, from the reader's perspective?

- Cover
- Inner pages
- Center spread
- Back cover



The Evolution of CUHK Newsletter



- Secondary materials
- Reports
- Bilingual headlines and texts
- Formal picture
- 「罐頭大笪地」



The Evolution of CUHK Newsletter



The back of the same issue

宣布事項 ANNOUNCEMENTS

第六十五屆大會典禮特別安排

Arrangements for the Sixty-fifth Congregation

大學第六十五屆大會（頒授學位典禮）將於12月4日（星期四）上午10時正在新禧大禮堂舉行。由大學校長兼主席鄧錫健博士頒授榮譽學位、高級學位及學士學位。

同日下午，各院系畢業典禮及學位頒授典禮將分別舉行。詳情如下：

The Sixty-fifth Congregation for the Conferral of Degrees will be held at 10:00 am on 4 December at the University Mall. At the congregation, Dr. Edgar Cheng, Chairman of the Council, will confer honorary, higher and first degrees. The graduation ceremonies held by the four Colleges for first degree graduates will take place in the afternoon of the same day. The schedule of the ceremonies is as follows:

成往各院學士學位畢業典禮

First-Degree Graduation Ceremonies Held by Four Colleges

院系	時間	地點	主席嘉賓
College	Time	Venue	Guest of Honour
醫務學院 Faculty of Social Science	12:30 - 2:30 pm	新禧大禮堂 The Sir Run Run Shaw Hall	自願堂主席（由香港特別行政區政府委任） 陳志誠 Mr. Pui Yu-chiu, U.D.S.M. Director of Hong Kong Immigration Department, The Government of the HKSAR
新亞書院 New Asia	1:30 - 3:15 pm	新禧大禮堂 University Mall	香港中文大學（由香港特別行政區政府委任） 主席鄧錫健博士 The Honourable Dr. Edgar Cheng, Chairman Member of the Legislative Council
崇基學院 Chung Chi	3:00 - 4:00 pm	崇基禮堂 Chung Chi College Chapel	崇基學院主席（由香港特別行政區政府委任） 吳克敏 Mr. Frederick Au Former Secretary for Commerce and Economic Development of the HKSAR
逸仙書院 Shau	3:30 - 5:00 pm	新禧大禮堂 Sir Run Run Shaw Hall	逸仙書院主席（由香港特別行政區政府委任） 鄧錫健博士 Dr. Edgar Cheng, Chairman, Ethics Commission

碩士學位課程畢業典禮將於12月5日及6日在邵逸夫人文學院分六場舉行。由研究院院長黃永成教授主持。詳情如下：

The Master's degree graduation ceremony will be held on 5 and 6 December in six sessions in Sir Run Run Shaw Hall. It will be presided over by Prof. Wong Wing-sing, Dean of the Graduate School.

碩士學位課程畢業典禮

Master's Degree Graduation Ceremonies

學院	日期時間	主席嘉賓
Faculty	Date/Time	Guest of Honour
社會科學院 Faculty of Social Science	5/12/2008 10:00 - 11:15 am	香港經濟發展委員會主席及香港中文大學校長 鄧錫健博士 Prof. Wong Wing-sing, SBS, OBE, JP Executive Professor, C.I.H.K. and Chairman of Sir Run Run Shaw Centre Policy Unit
工程學及醫學院 Faculty of Engineering and Medicine	5/12/2008 1:00 - 2:15 pm	香港中文大學（由香港特別行政區政府委任） 主席鄧錫健博士 Dr. Yau-Luen, SBS, OBE, JP Chairman, Hong Kong Council for Accreditation of Academic and Vocational Qualifications
文學院 Faculty of Arts	5/12/2008 4:00 - 5:15 pm	新禧大禮堂（由香港特別行政區政府委任） 吳克敏 Mr. Ian Chan Member of the Council, C.I.H.K.
教育學院 Faculty of Education	6/12/2008 10:00 - 11:15 am	新禧大禮堂（由香港特別行政區政府委任） 主席鄧錫健博士 Mr. Lou HY Yau, SBS, JP Member of Executive Council and President of Alumni Association, United College and Board Member, Education Commission of the Education of the New Territories, C.I.H.K.
工商業學院 Faculty of Business Administration	6/12/2008 1:00 - 2:15 pm	鄧錫健博士（由香港特別行政區政府委任） Mr. Wu Ying-yuk Anthony, SBS, JP Chairman of the Board, Hospital Authority and Chairman of Business Foundation Research Centre
法律學院及社會學系 Faculty of Law and Science	6/12/2008 4:00 - 5:15 pm	鄧錫健博士（由香港特別行政區政府委任） Dr. Ho Hin-sheung (a) T. J. King, CSM, JP Honorary Professor of Law, C.I.H.K.

平安夜

12月31日典禮後，各院系將分別舉行聖誕晚會。中國文化研究所、圖書館及大學圖書館等亦將舉行聖誕晚會及公眾活動。

Car parks at the Benjamin Franklin Centre, John Fuhren Centre, University Administration Building, Institute of Chinese Studies, Tin Ka Ping Building, and the University Library will be reserved for guests with special parking labels on 4 December.

邵逸夫人文學院停車場暫停開放

Temporary Closure of Car Park Opposite Sir Run Run Shaw Hall
邵逸夫人文學院之停車場將於畢業典禮後，由12月15日至12月18日暫停開放。以作其他用途。

The car park opposite to Sir Run Run Shaw Hall, to be used as a waiting area for graduates, will be temporarily closed from 15 November to 8 December for the erection of a canopy for the ceremony.

停課

Suspension of Classes

12月4日假期——二年級停課：全日制本科課程及研究院課程第一學期科目考試暫停。
Classes for Medical Years 1 and 2 and first-term course examinations for full-time undergraduate programmes and postgraduate programmes will be suspended on 4 December.

邵逸樓部分餐廳暫停營業

Temporary Closure of BFC Canteens

邵逸樓學生餐廳將於12月4日由上午7時30分至下午1時30分暫停營業，以便安裝典禮後之裝置。

The Benjamin Franklin Centre student canteen will be closed on 4 December from 7:30 am to 1:30 pm for the installation of higher degree graduates after the congregation.

雨天程序

Wet Weather Contingency

12月4日如遇大雨或多雲天氣，大學將於活動前派發通知，將第六十五屆大會移師邵逸夫人文學院禮堂。在多個決議前，新亞書院畢業典禮將在新亞書院禮堂舉行，而在室內舉行的邵逸書院、聯合書院和逸仙書院畢業典禮則不受影響。屆時請在大學圖書館及相關設施等候。若有學生出入口與雨天有關，詳情如下：

In the very unlikely event of heavy rain on 4 December, the University will launch a wet weather contingency plan. Upon an official announcement, the congregation will be moved to the Sir Run Run Shaw Hall and simultaneously broadcast to lecture theatres on campus. The New Asia College graduation ceremony will take place in the New Asia Gymnasium, while the indoor ceremonies for Chung Chi, United and Shau College will be unaffected. If a contingency plan is implemented, details will be broadcast at the University Train Station and the University Mall, and also announced at the entrances to the University on the day.

平安夜及除夕之辦公安排

Staffing Arrangements on Christmas Eve and New Year Eve

根據大學關於平安夜及除夕辦公之安排，所有部門於2008年12月24日（星期三）及12月31日（星期三）上午10時至下午6時，均將關閉。詳情如下：

上述安排不適用於保健處、大學圖書館、資訊科技服務處之資訊操作組、保安組、文學院、專業發展服務中心、圖書館及成人教育處。詳情如下：

The following staffing arrangements for Christmas Eve and New Year Eve will apply on Wednesday, 24 December 2008 and Wednesday, 31 December 2008.

For essential service units such as the University Health Service, the University Library System, the Operations Team of the Information Technology Services Centre, the Security Unit, the Transport Unit, and the Estates Management Office, a task force should remain on duty to provide basic services.

For all other offices in the University, skeleton staff should be on duty on these evenings to handle urgent matters and enquiries. These offices will be closed in the afternoon. The skeleton staff on Term 8 or CI on duty on each evening will be given compensation of half a day.



1. 本刊每月出版兩期，逢星期三出版。截稿日期
請於下月1日以前，寄交本刊編輯部。
2. 來稿請寄：香港中文大學圖書館《中大通訊》編輯部
地址：2009 MBL / 2009 MBL, 2009 MBL, 2009 MBL
10000 HK (CUHK)。
3. 編輯部保留刪改及刪去任何不雅之詞。
4. 本刊歡迎各界人士投稿。
5. 本刊歡迎各界人士投稿。
6. 本刊歡迎各界人士投稿。

6. 我們希望這本刊物能為你節省碳足跡。請與朋友分享本刊物，或上網 (www.cuhk.edu.hk/kuhnewsletter) 閱覽。謝謝您的愛護。
We all like the feel of paper. But this newsletter will increase your carbon footprint. So share a copy with friends or read it online at your own leisure (www.cuhk.edu.hk/kuhnewsletter). Thank you for supporting the environment.



- Various announcements
- 「濕貨大笪地」



The Evolution of CUHK Newsletter



Soft story/picture on the cover





The Evolution of CUHK Newsletter (2011)



The Evolution of CUHK Newsletter



The Evolution of CUHK Newsletter (2-13)

Thus Spake 如是說

陳家亮教授
醫學院院長

你獲得多項教學獎，這是一位良師有何要訣？

在過去這多年，身為學生領袖，可有甚麼好處？

在2003年，你曾為組織一萬二千名市民簽署大規模的沙士聯歡，令設計曾為H7N9的流行病預防機構？

我們許多種族H7N9曾如何發展，只知由病毒傳入，迄今尚未有證據顯示曾轉為人傳人，大規模沙士聯歡是否真的可以預防沙士？

你任職的職大與醫學界有何關係？

為何選擇醫科，醫學與消化疾病？

選擇消化疾病科，與你選擇醫學科有何關係？

選擇消化疾病科，與你選擇醫學科有何關係？

當今的生活模式如何影響消化疾病和肝膽的研究？

身為醫生，可有甚麼遺憾？

我的職涯決定以「百生有百」，我有幸成為醫生，感謝和欣賞我的學生，他們讓我有機會與他們交流。

Prof. Francis Chan
Dean of Medicine

You have received a number of teaching awards. What's the key to being a good teacher?

In the past many years, as a student leader, what are the benefits of having been with CUHK for so many years as a student and teacher?

In 2003, you organized a large-scale SARS screening for over 12,000 during H7N9. How do you foresee similar arrangements for H7N9? How do you think H7N9 will affect Hong Kong and the world?

What has been the biggest challenge in your deanship?

Why did you choose to study medicine? And why digestive disease?

How is the contemporary lifestyle affecting trends in digestive disease and hepatology research?

As a physician, are there any regrets that you live by as a doctor?

My inaugural lecture was titled "百生有百" which I translated as "My Life in Medical Education". I feel very lucky to be a doctor, teacher and researcher. I feel for my students, if a researcher or a medical student, they should be talked about for a year or 10 years at most, if a doctor cures a patient, she may be remembered by the patient and the family forever.

As a teacher nurtures students who go on to nurture other students, the figure is an astronomical. Whoever type of doctor you become, teach someone, it only your patient. 醫



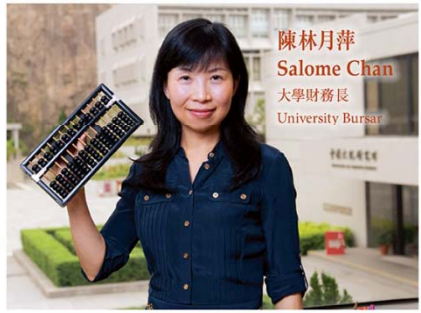
Photo of Prof. Francis Chan in his white lab coat.



Evolution of CUHK Newsletter (2014)

Thus Spake 如是說

四年制課程實施後，對大學的財政狀況是否有影響？
 實施四年制後，對目前的一學一年制，對大學的財政狀況影響如何？
 實施四年制後，對目前的一學一年制，對大學的財政狀況影響如何？



陳林月萍
 Salome Chan
 大學財務長
 University Bursar

中期預算有強勁信心，但希望可以把財務系統下
 列各項部門，在部門內自由分配比較容易。這就
 過一定程序才能把財務系統，現時至少一個月，
 以與他們對上，加強自己與中層幹事的收支
 狀況，以決定怎樣調撥，則與大學，所以可以
 把財務系統下放，就可以取得實質貢獻。

美國大學有成功地的投資模式，是否有值得我們
 參考之處？

我們有參考美國大學基金的投資模式，我們的投資
 小組（七人）是美國主要管理投資大學的投資
 專家，我們會定期與平衡的資產投資專家，
 諮詢由風險也較低的基金，但結核由投資經理
 則完全與標準的投資基金，最大資產是C級，
 這對於一、二、三、四、五、六、七、八、九、十、
 投資專家，我們管理一個「國際基金」的基
 金經理，繼續投資的增長。

長遠而言，未來大學的財政狀況與基礎設施？

最大的挑戰是到何時能將投資專家增加大學的
 競爭力，我們不應只是依賴於目前的設備，而
 應善用其用，令大學學費實力，即與國際教
 育研究及開發。

管理像中文大學這樣的高等教育機構的財政，
 有何獨特的地方？

管理像中文大學這樣的高等教育機構的財政，
 有何獨特的地方？

The implementation of the four-year undergraduate
 curriculum had an impact on the University's finances?
 The University Grants Committee (UGC) only provides 62.5%
 of a year's normal funding for the additional year of the new
 curriculum. So, although we get more money on the whole, we
 have less money on a per student basis. Furthermore, the UGC
 has introduced greater competitiveness in allocating research
 funding. CUHK must improve the quality of its research and
 enhance its research capacity if it wants to get competitive
 research grants.

Can you talk about some immediate or medium-term plans?
 The Financial Affairs Working Group of the UGC has
 reviewed the financial status of eight UGC-funded universities
 and finished a report, making nine recommendations.
 Their major objective is to ensure that there is no
 consolidation of UGC resources to non-UGC-funded activities,
 such as self-financed programmes. We'll implement their
 recommendations in the next two terms.

In the immediate or medium term, I want to push for the
 decentralization of financial systems. Now when a unit of the
 University spends money, it has to go through a procedure
 before the outlay can be recorded in its financial system. That
 takes at least a month. It would be quite annoying not to be
 able to know your latest balance when making decisions on
 using your resources. If financial systems can be decentralized,
 you'll get real-time information.

The investment returns of the endowment funds of top
 universities in the US are enviable. Is there something we can
 learn from them?
 We've learned from the endowment funds of American
 universities. We divide our investment into three pools: Pool
 A, Pool B and Pool C. The investment model of Pool A mirrors
 those of Yale University. But we only put the money that will
 be safe for a long time in each high-risk, high-return fund. For
 Pool B, we let our investment managers invest in balanced
 and special investment funds. Pool C is the biggest share. We
 put it in fixed deposits, bonds, and other fixed rate investment
 products. If we can get the green light from the University
 Council, we'll hire an investment manager to take care of
 hedge funds, and our investment will also be increased.

What do you see would be a long-term challenge?
 It would be making the best use of our financial resources to
 make the University more competitive. Accumulating money is
 not our end, but spending it wisely and helping the University
 to build capacity. This involves recruiting professors, funding
 quality research, and facilitating strategic developments.

What is the unique feature of managing the finances of a
 higher education institution like CUHK?
 Businesses have only one goal—the maximization of profits.
 They don't have many other concerns. But as a tertiary
 institution, we have a variety of stakeholders, including the
 government, the Legislative Council, the UGC, and the media.
 Our finances come under their scrutiny. So whenever we
 want to make a financial decision, we have to consider it from
 different angles and put ourselves in different people's shoes.
 For example, if we want to increase tuition fees, the opinion of
 students, the public, and the media are something to which we
 must pay heed.



Evolution of CUHK Newsletter (2015)

中大通訊
CUHK NEWSLETTER
443

19 · 09 · 2014

都說三印學制下的新鮮人比以前更難做，可不這「學醫物」校園到處是一位位本報記者及實習的學生，帶點好奇與興奮，這起起落落，在報章排着長隊。然而，一些醫學界是學人成熟的過程，才十八歲的醫科一年級生，開開學後存他如書，但被難得的事，未過幾時，先過難關，因此面對的，是繁瑣「未知」，為知識，若果也「不靈」，因此會行交這多時的困難和挫折和大家都說如何由死

你何專業和長處，史地制，這筆難處，大學課程如此，建立生命倫理中心，為醫藥科專業人士在醫學科科學生可以這本年的課程，家委和律師和執教我們們釋習後理念。

無論培養後的技能怎樣好，修業始終是成就事業的基石，不容忽視。Mr. He 勉勵的是容實踐行的靈。

Under the 3+3+4 curriculum, freshmen tend to be younger. At the start of the academic year, the campus brims with curious adolescents looking like they're kindy out of secondary school, chiding school buses or lining up outside cafeterias. The university will be where they grow up and mature. Year 1 medical students, only 18 years old, don their white coats and take the oath to uphold professional ethics. But before entering the ward, they stay in the anatomy room. Confucius said, "If you do not know life, how can you know death?" The answer can also be true. Working face-to-face with death on a daily basis, the University's counselor Ng Kwai-tsun Pasi shares how he gets inspiration for life from the eternal sleep.

The University knows that any profession needs checks and balances. CUHK founded Hong Kong's first bioethics center to provide ethics education to medical students and students of other disciplines. Professors Fok, Tse-fai and Francis Chan talk to us about the vision and mission of the center.

Job requirements may change but real substance remains the foundation of any career. Mr. He discusses the importance of discipline in this issue.



攝影「物言志」實習生與師生的談話紀錄 (2/10)
Ng Kwai-tsun Pasi, Counselor of "Silent Topchius" (p. 10)



醫學院在昨日舉行首屆「白領典禮」，逾二百名新入學的醫科生在院長帶領下並排宣誓，承諾恪守醫者的最高專業操守。
Led by the Dean of Medicine, over 200 newly admitted medical students took the oath to uphold the highest professional ethics in the inaugural "White Coat Ceremony" held on 6 September.

目錄 Contents

- 第一世紀醫學傳奇
The Ethos of 21st Century Medical Practice 2
- Letters to a Young Doctor 3
- 洞悉 In Plain View 4
- 博文萃英 The Galleries 5
- 中大醫士訓練學院新進
New Students Begin Their Academic Journey at CUHK 6
- 校園消息 Campus News 7
- 新移民: Newly Onboard 8
- 宣佈畢業 Announcements 9
- 校園雜訊 Viva Voice 10

443 · 19.9.2014



How to Take Your Picture, or, How to Frame Your Subject



Used to be:

- Standing on Ceremony



■ Sitting Down to Dine



Candid Moments





香港中文大學
The Chinese University of Hong Kong

Designed photos



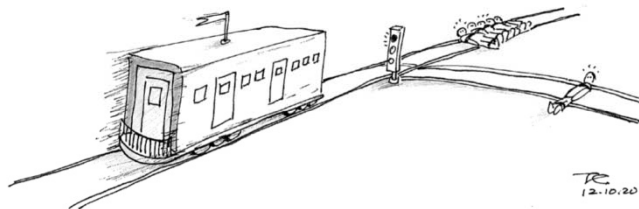
道德難題兩面觀——哲學家看生死倫理 The Janus Faces of Moral Dilemmas How a Philosopher Looks at Ethical Issues in Life or Death

中大早前成立生命倫理中心，其籌劃委員會的成員中，哲學系李翰林教授是唯一非來自醫護或生物學領域的。李教授專研應用倫理學，並認為用哲學檢視公眾關心的議題（墮胎、安樂死、醫助自殺等，在道德上是否可以容許），能釐清頭緒，有助尋找解決辦法。

李教授以幾個兩難處境和一個「雙效原則」來講述他的研究領域。

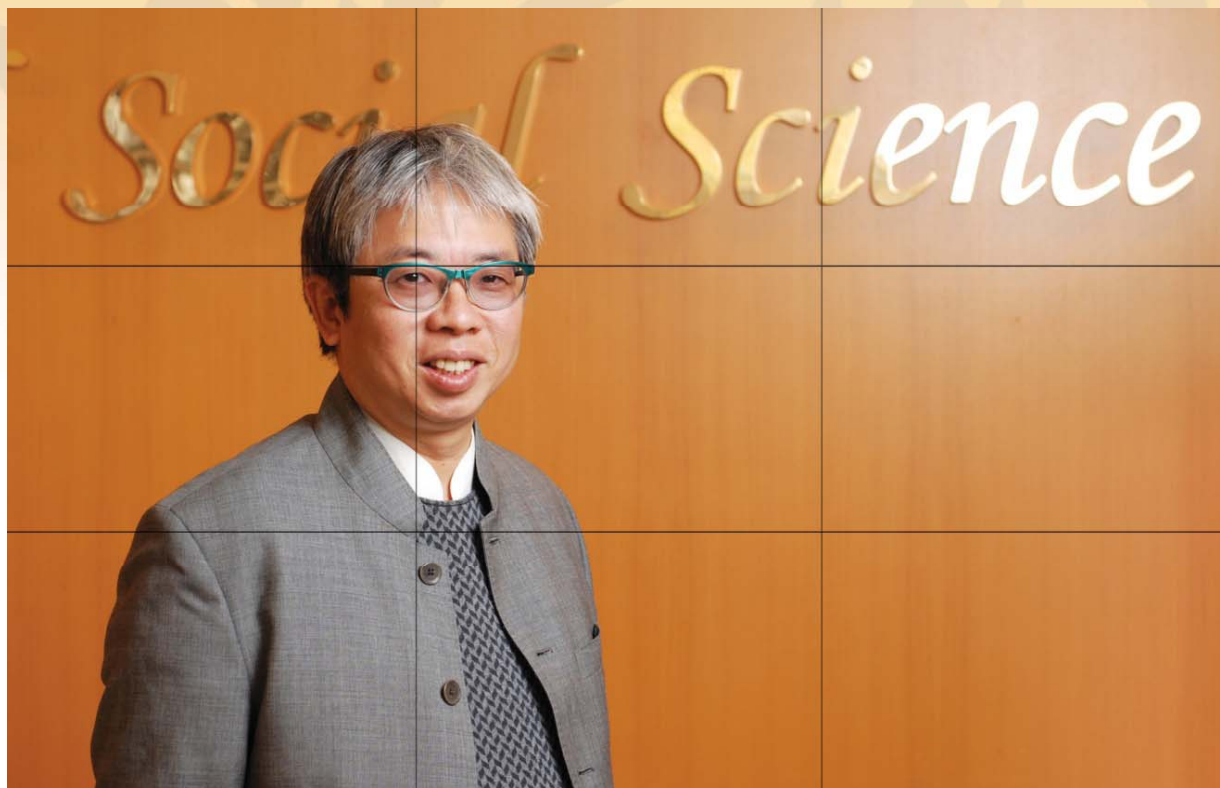
移植案例

假設某醫生有五位病人，各患有不同器官的衰竭。醫生若殺死一名前來做例行檢查的健康者，就可以移植他的器官給這



Rule of thirds in photography





香港中文大學
The Chinese University of Hong Kong

Unconventional angle / lighting

A Day in the Life of the Vice-Chancellor

Professor Joseph J.Y. Sung has been Vice-Chancellor of CUHK for several months, and so far, a hectic schedule is the norm rather than the exception. One day in November 2010, he treated patients, taught students, gave lectures, received University guests, officiated at a ceremony, and attended a student gathering. From dawn to dusk, he shifted between his many roles, but always with zeal and composure.

8:15 am. The Vice-Chancellor cast a towering shadow at the entrance to the CUHK-PWH Medical Centre in the morning light, his doctor's coat a reminder of the role by which Hong Kong first knew him. He had not just arrived. He had been at the Prince of Wales Hospital since 7:30 am for a meeting.

He was scheduled to see patients at the medical centre, something he said he would continue to do before taking up the vice-chancellorship. 'Good morning, Vice-Chancellor. How are you? You seem so much busier than when you were a professor. Thanks for making time to see me.'—A typical greeting as such is a valid proof of patients' awareness of the many hats the doctor is wearing.

Two Year 5 medical students joined Sung at the clinic. He spoke to the patient in Cantonese and explained the condition to the students in English. At one point, he spent eight minutes explaining the pros and cons of two drugs, as well as the correct dosage and the criteria for choosing one over the other. Then came a patient afflicted with gastroesophageal reflux, who was having problems with his bile reflux though his gastric acid had been brought under control. Sung offered him two options: raise the dosage or try a new drug, and explained the pharmacological basis, efficacy and side-effects of the new drug, and posed a few questions to the students. On the basis of this wealth of information, the patient decided to try the new drug.



Or, empty shot

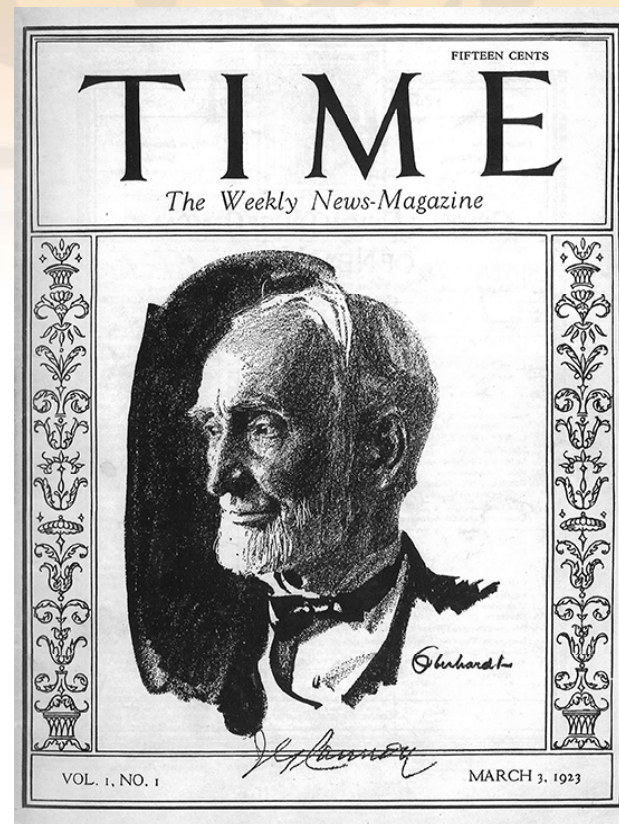
One Doesn't Get Tired Watching the Blue Sky
We Don't Get Tired Keeping It That Way



香港中文大學
The Chinese University of Hong Kong

The Allure of the Human Face

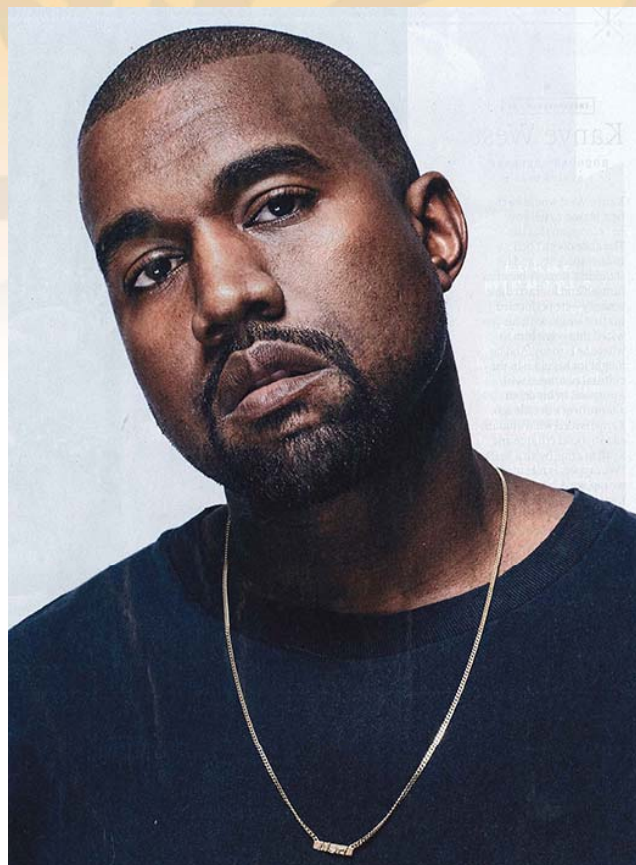
From the very beginning of *Time*, history had a human face.



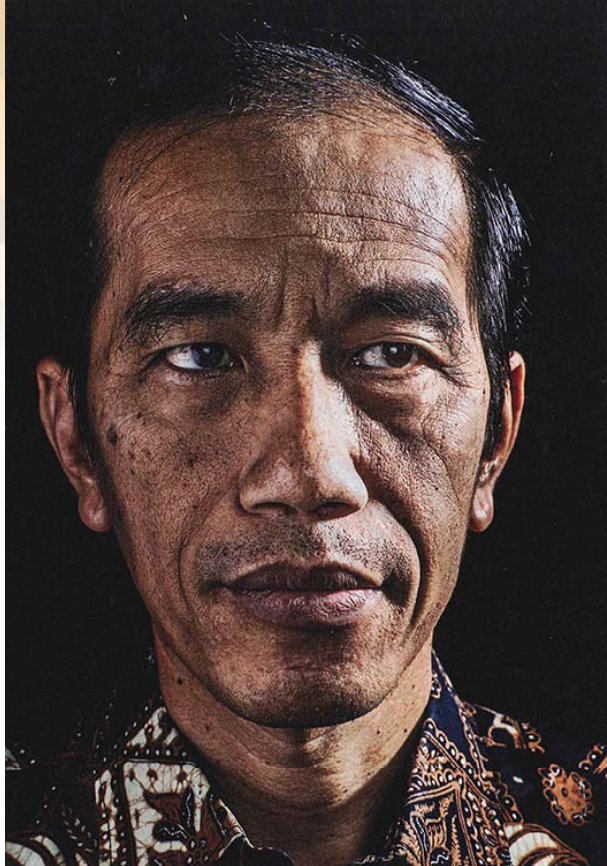
Henry Luce and Briton Hadden created the magazine based on the principle that the forces of history were better understood through individuals....For many years, the cover, always with a newsmaker's portrait or photograph, reflected this principle.



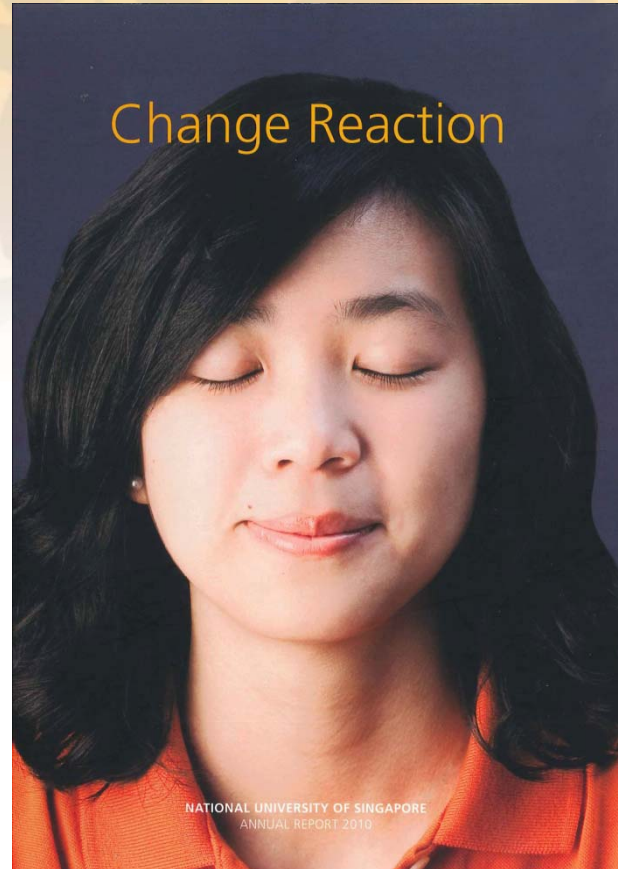
The TIME 100







National University of Singapore Annual Report







CUHK Newsletter





Photo by ISO staff





周瑤慧：你我都是善長 (頁8)
Janet Chow: We can all be donors (p. 8)



方豐閔：九十後也能吃苦 (頁8)
Fermi Fang: Post-90s can be
tough too (p. 8)

Photo by ISO staff

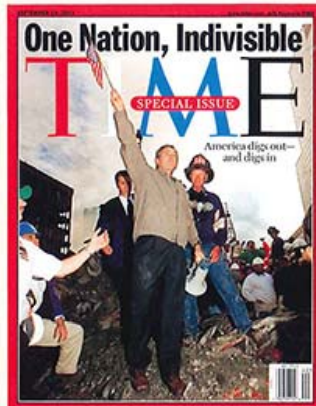


Visual Identity

Time's covers – portraits of history







September 24, 2001
One Nation, Indivisible
2,023,618



July 26, 1999
John F. Kennedy, Jr., Commemorative
1,304,288



September 15, 1997
Diana Commemorative
1,183,758



October 1, 2001
Target: Bin Laden
821,538



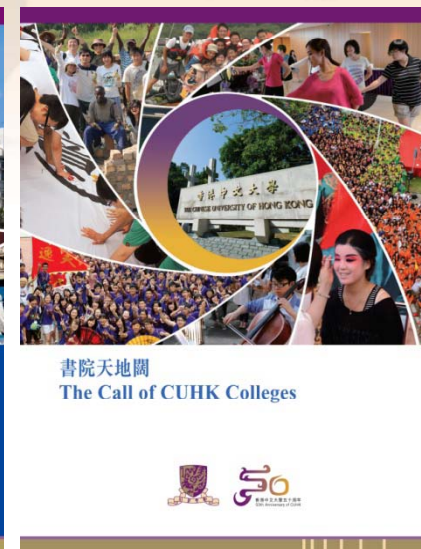
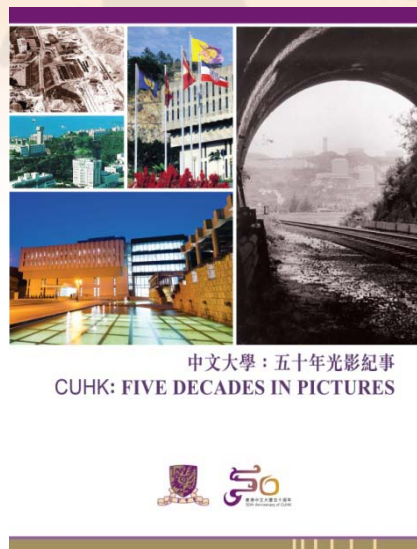
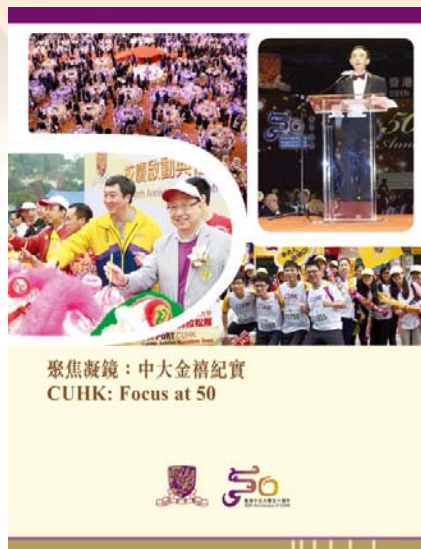
September 8, 1997
Diana, Princess of Wales
820,060



November 17, 2008
Election Commemorative
594,076



CUHK 50th Anniversary Commemorative Publications



Publication Templates



Publication templates available at ISO
website:

<http://www.iso.cuhk.edu.hk/english/resource/publication-templates/index.html>

