

Professional • Creative
For The World



At the cutting edge of arts and technology

As new technologies expand exponentially in our lives, they provide a wonderful opportunity for artists to express themselves and make a difference. New technologies are creatively re-defining the way we engage with the world.

City University's School of Creative Media (SCM) is right at the cutting edge of this creative revolution and prepares its students with a forward-looking strategy for a future where technology plays a key role in artistic conversation and social interaction.

"SCM is at the interface of art, technology and entrepreneurship. Our students are engaged in mastering new digital tools and learning the basic skills of creating and manipulating digital images. They are trained as artist creators, but also to understand technology and how to be art entrepreneurs who can market themselves," says Professor Richard Allen, Dean of SCM and Chair Professor of Film and Media Art.

Originally hailing from the UK, Professor Allen joined SCM in January from The New York University Tisch School of the Arts where he taught for over 25 years.

Students learn a broad variety of digital and computer-based artistic practices that include digital animation, video games, film and video making, interactive art, 3D digital sculpting and many other ways of artistic expression. They also have many opportunities to study abroad including in a ground-breaking joint-degree programme with

Leuphana University of Lüneburg, Germany. SCM students go on to careers in advertising, digital imaging, infotainment, internet media design, gaming, and other entertainment industries.

Aptly situated in one of the most inspiring buildings in Hong Kong and supported by state-of-the-art facilities, SCM offers three degree programmes with varying emphasis on technology, science and art.

The Bachelor of Arts in Creative Media addresses the wide-ranging use of digital technology in artistic production, connecting art, technology and society.

"We want our students to be able to reflect upon the practices they are engaged in, think about what they are doing, understand the significance of digital art and master it. We want them to be both thinkers and doers," Allen says, adding that their acquired artistic, technological and intellectual skills prepare them well for leadership and innovation.

The Bachelor of Science in Creative Media, which

is an innovative degree in a media arts school, requires art students to have a good standard of attainment in mathematics because half of the courses focus on computer science classes in which they learn coding and create digital sounds and images from the ground up, while the other half focuses on creative media.

Equally exciting is the Bachelor of Arts and Science in New Media, where students combine art-making with the study of science subjects such as physics, biology, mathematics and psychology. In their "extreme environment" art-centred immersion project students accompany scientists to an extreme environment area and participate in research and data collection. Returning to CityU, they present their extraordinary experiences in innovative and ground-breaking artistic formats.

Next year the course participants will go to the Solomon Islands in the southwestern Pacific Ocean.

The school has two tiers of intake. About 100 students are fresh secondary school graduates, while another 100 students are accepted from community colleges and who join at the beginning of their third year.

Applicants are encouraged to present a portfolio, which can be a set of drawings or paintings, animation, photographs, a video or other expressions of their creativity.

"In the face-to-face interview we learn about their aspirations, why they want to study at SCM and their interest in new media practices. We are looking for students who manifest a creative spark, energy and a drive to create things," Professor Allen says.

He adds that SCM graduates have excellent employment records, for example, over 90 per cent of our 2014 graduates are now working as independent artists and professionals.



www.scm.cityu.edu.hk

Tel: 3442 8049

E-mail: smgo@cityu.edu.hk



香港城市大學
City University of Hong Kong
專業 創新 胸懷全球
Professional • Creative
For The World

SCHOOL
OF
CREATIVE
MEDIA
創意媒體學院

(Information provided by CityU)