CAREER PROSPECTS

The soft and hard skills acquired at SCM prepare students for jobs in media arts and in the media-enabled industries.

Employment areas include:

- Digital and electronic arts
- Animation and special effects
- Television broadcasting
- Film and video production
- Advertising and marketing
- Game/Mobile app design and development
- Internet and multimedia design
- Art and media criticism
- Art and media education
- Arts, media and cultural management
- Exhibition and events design

INDUSTRY INTERFACE

- Supervised Internship Programmes both local and overseas develop students' communication and interview skills, and provide on-the-job training
- Career and Industry Talks organized throughout the semester offer students access to the latest industry trends and career information

- SCM Annual showcases first-year students' artistic works to the public, sponsors and potential employers
- Special Interest Group (SIG) showcases students' works and provides them with opportunities to meet fellow employeers, business partners and investors

BACHELOR OF ARTS IN CREATIVE MEDIA (BACM)

Major Leader: Dr. Max Hatterer

Degree Characteristics:

- Crosses the boundaries between different digital media arts practices
- Combines critical studies and creative practice
- Offers both breadth learning and specialist training
- Trains students in photography, computational art, gaming, and interactive media, sound, animation, film and media art installation
- Develops students' creative thinking and professional competence
- Prepares students for jobs in the media arts fields

BACHELOR OF ARTS AND SCIENCE IN NEW MEDIA (BAS)

Major Leader: Dr. Lam Miu Ling

Degree Characteristics:

- Fosters interdisciplinary enquiry
- Balances theoretical knowledge and practical skills
- Connects technological and scientific concepts and methods to creative practices
- Offers signature courses in Arts Tech
- Prepares students for jobs in new media arts and creative industries

BACHELOR OF SCIENCE IN CREATIVE MEDIA (BScCM)

Major Leader: Dr. Kwaning Zhu (SCM)
Deputy Major Leader: Dr. Byung Lau (Department of Computer Science (CS))

Degree Characteristics:

- Delivers interdisciplinary teaching by crossing the boundaries between digital-media arts and computer science
- Bridges creative and technical sides of computer-based media art production
- Equips students to be proficient in a wide range of computational media
- Trains students in computer graphics, digital imaging, mobile media, internet applications, computer games and interactive media

INTERNATIONAL EXCHANGE AND SUMMER PROGRAMMES

Student Exchange

- Semester-long exchange study opportunities are offered worldwide
- European venues include: Czech Republic, Finland, Hungary, Norway, Sweden and UK
- Asian venues include: Japan, Mainland China, South Korea and Taiwan

Summer Study Tours

Summer study tours allow students exposure to international media art and culture, and to enhance their English proficiency and communication skills:

- Cultural and Language Immersion Scheme at the Edinburgh Napier University, UK
- Creative Computing Summer School at Goldsmiths, University of London, UK
- Industrial Field Trip on Japanese Character Design and Animation at Osaka Animation School, Japan

JOINT DEGREE PROGRAMME

SCM offers a prestigious Joint Degree Programme with the Technical University of Darmstadt, Germany.

- Joint Degree Programme in Creative Media and Digital Media for students in the BACM and BAS major

Students study for four semesters at CityU and four semesters at the partner university without extra school fees. They complete 50% of the graduation requirements from each programme, and get two degrees – one from CityU in Hong Kong and the other from partner institution.
The School of Creative Media (SCM) at City University of Hong Kong is an international hub for discovery and innovation in arts where art and technology meet. Students are mentored in state-of-the-art studios by an internationally renowned faculty, students learn the skills they need to become creative masters of the digital tools and media that define our lives.

Richard William Allen
Acting Dean, School of Creative Media