Instructions on Portfolio Submission for MACM Applicants of 2024 Entry

(Last updated: 10 July 2023)

1. Master of Arts in Creative Media (MACM) applicants are **NOT required** to submit a portfolio, but are welcome to do so. Materials that are not in English should include at least an English summary. Applicants may upload their portfolios as supporting documents via their application account.

2. A portfolio (作品集) is a collection of works for demonstrating an applicant's creativity potential, areas of interest and strength, and suitability for admission to School of Creative Media (SCM). Portfolio materials may include still photography, paintings/drawings, sculpture, musical composition/performance, films/videos, software, multi-media productions, academic or creative writing, science project or other formats of imaginative activity. It is very important that the submitted portfolio should be the original work created by the applicant. Plagiarized portfolios will not be reviewed.

3. For applicant who wish to submit a portfolio, please see specifications for the file to be uploaded to the application account as follows:

    i.   The portfolio must be uploaded in PDF format.

    ii. Maximum file size allowed for upload is 1MB (the total capacity of your application account is 12 MB). File size exceeding this limitation will be rejected by the System. Please compress or re-size it before uploading. If you encounter any problem of uploading, please contact our Chow Yei Ching School of Graduate Studies (SGS) at tpadmit@cityu.edu.hk for assistance directly.

    iii. The PDF file should contain at most 5 number of A4 size pages, with texts given at font size of 9 point or above. A maximum of 3 hyperlinks are permitted in the PDF file.

    iv. The given hyperlinks are confined to audio/video files or web design files only. Audio/video contents must be uploaded to on-line video sharing web sites such as YouTube, Vimeo. Image and textual contents should be included in the PDF file. Image size should be adjusted and compressed suitably so that the PDF file for upload will not exceed the allowed maximum file size and page limit.

    v.   All images pasted in the PDF file should be limited to RGB mode, 72 dpi and in well-compressed jpeg format.

    vi. Portfolio should be prepared in English. In case the portfolio for submission, e.g. screen play/scripts, story board, video, science project, etc. are produced in Chinese (or use Cantonese for the narration) or any other non-English languages, an applicant should supplement his/her portfolio with, whichever appropriate, the English sub-title, caption, abstract, etc. to facilitate the review by SCM.

    vii. If the submitted portfolio is a group project, the applicant should indicate the number of members involved in the project, the role and percentage of the applicant's workload involved the project. The nature and/or the background of the project, e.g. an artwork for competition, a project produced for the company/employer the applicant worked with, should also be specified, if applicable.

4. Portfolio Review

    i.   SCM will review portfolios submitted by applicants on a rolling basis.

    ii. SCM reserves the right of NOT to review the followings:

- Portfolios that do not comply with the specifications set by SCM.

- Portfolios that cannot be opened due to inherited problems of the uploaded files.

- Contents beyond the first 5 minutes of the hyperlinked audio/video files.

- Portfolios that have committed plagiarism.

   iii. The portfolios collected from applicants will be kept confidential by SCM and strictly used for the purposes in relation to the 2024 Admissions. All uploaded portfolios will be purged after the completion of the 2024 Admissions Exercise.

5. Enquiry

- Please send email to portfo@cityu.edu.hk or call SCM enquiry phone number at +(852) 3442-8049.