School of Creative Media

JUPAS Admission
Run Run Shaw Creative Media Centre

Designed by Daniel Libeskind
OUR MISSION: Nurture a new generation of interdisciplinary artists & creative media professionals

• Established in 1998
• Fueling the creative industries with new ideas in art, science and technology
• Students are trained across multiple disciplines
Top-notch Facilities
Gallery Space & Exhibition
Undergraduate Degree Programmes
BA – Creative Media (BACM)

• Students train in photography, computational art, gaming and interactive media, sound, animation, film, media art installation.

• Develops both creative thinking and professional competence.

• For details, please visit http://www.scm.cityu.edu.hk/undergraduate/bacm
BSc – Creative Media (BScCM)

• Students train in computer games, animation/special effects, interactivity, installation, computer graphics, digital imaging, mobile media and internet applications.

• Programme bridges creative and technical sides of computer-based media art production.

• For details, please visit http://www.scm.cityu.edu.hk/undergraduate/bsccm
BAS – New Media (BAS)

• Students learn to treat technology as an artistic medium, generating this learning in a progressive, interdisciplinary context.

• Students draw on scientific concepts and methods in their creative projects and communicate these ideas to the general public.

• For details, please visit http://www.scm.cityu.edu.hk/undergraduate/bas
JUPAS Admission

Under the new hybrid admissions model from 2018 entry, JUPAS applicants may apply for admission to SCM with an undeclared major or admission to a major.

School-based (with undeclared major)
JS1041 School of Creative Media
( Applicants will declare their major towards the end of the 1st year of study & will have a free choice of majors.)

Major-based
JS1042 BA Creative Media
JS1043 BSc Creative Media
JS1044 BAS New Media
Hybrid Admission Model (JUPAS Admission)

UNDERGRADUATE DEGREE PROGRAMMES
JUPAS Applications
Under the new hybrid admissions model from 2018 entry, JUPAS applicants may apply for admission to the School of Creative Media (SCM) with an undeclared major or admission to a major. Applicants can choose one or any combination of the four admission codes (JS1041/JS1042/JS1043/JS1044).

JUPAS APPLICANTS

SCHOOL BASED ADMISSIONS

SCHOOL OF CREATIVE MEDIA

Free choice of the following 3 majors after the first-year’s study

MAJOR-BASED ADMISSIONS

JS1042 BACHELOR OF ARTS IN CREATIVE MEDIA

JS1043 BACHELOR OF SCIENCE IN CREATIVE MEDIA

JS1044 BACHELOR OF ARTS AND SCIENCE IN NEW MEDIA
JUPAS Admission

Minimum entrance requirements (4 core + 2 elective)

4 Core Subjects
   English (3), Chinese (3), Mathematics(2), Liberal Studies(2)

+ 2 Elective Subjects (3)

Notes on elective subject(s)

- If students take both Mathematics M1 (Calculus and Statistics) and M2 (Algebra and Calculus), they are counted as one subject only.
- Elective subjects may include "other languages" at grade E or above.
Notes on elective subject(s)

Attained with Distinction I or II in an Applied Learning subject under the following clusters may be accepted as one elective subject (subject list available at Education Bureau website):

- Design Studies
- Media Arts
- Performing Arts
- Films, TV and Broadcasting Studies
- Media Production and Public Relations

- Medical Science and Health Care
- Psychology
- Civil, Electrical and Mechanical Engineering
- Information Engineering
- Services Engineering
- Business Studies ('Business Data Analysis' course only)
Assessment of Applications
(JS1041 SCM / JS1042 BACM / JS1044 BAS)

Subject weighting
- English (x2)
- Chinese (x1)
- Mathematics (x1)
- Liberal Studies (x1)
- Elective (x1)
Assessment of Applications
(JS1043 BScCM)

Subject weighting
- English ($x_2$)
- Chinese (x1)
- Mathematics ($x_{1.5}$)
- Liberal Studies (x1)
- Elective (x1)
## Scoring scale

### Core and Category A Elective Subjects (Including M1/M2)

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>5**</th>
<th>5*</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCORE</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

### Category B ApL subject weighting

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>Attained with Distinction (II)</th>
<th>Attained with Distinction (I)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCORE</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

### Category C Elective Subjects (Other Language Subjects)

<table>
<thead>
<tr>
<th>GRADE</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCORE</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
JUPAS Admission

- Applicants can select 20 programmes
- Applicants listing SCM as
  Band A (1\textsuperscript{st} – 3\textsuperscript{rd} choices) or
  Band B (4\textsuperscript{th} – 6\textsuperscript{th} choices)
  are considered with higher priority
- 100\% from Band A since 2012 Intake

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JUPAS Admission

Assessment
– Creativity
– Academic performance

*No interviews will be arranged
Portfolio Submission

- For applicants listing SCM as Band A or B choice, s/he is highly recommended to submit portfolio. Non-Band A or B applicants are also welcome to submit portfolio.
- Portfolio must be submitted via on-line submission system 14 - 23 May 2020

Please see details at http://www.scm.cityu.edu.hk/important_dates
Portfolio Instructions
Portfolio Instructions

- PDF format
- Max. file size: 8 MB
- 10 no. of A4 size pages
- Max. 5 hyperlinks
- Video contents to be uploaded on YouTube etc.
- In ENGLISH
- Detailed guideline can be found at http://www.scm.cityu.edu.hk/portfolio
Portfolio materials may include

- Still photography
- Paintings / drawings
- Sculpture
- Musical composition / performance
- Films / videos
- Software / multi-media productions / game, web or app design
- Science Project
- Academic or creative writing
- ….. or other formats of imaginative activity
Tips/Experience on Preparing Creative Portfolios

SCM website
http://www.scm.cityu.edu.hk/portfolio

Information Seminar
Sharing by current students/alumni
2 May 2020 (tbc)
Collaborations
International Joint Degree Programme

- available for students in BACM and BAS majors
- study for 4 semesters at SCM and 4 semesters at Leuphana University
- complete 50% of the graduation requirement of both programmes, and get 2 degrees
- Teaching medium: English

BA - Creative Media
or
BAS - New Media
(CityU)

BA in Digital Media
(Leuphana University of Lüneburg)
# Exchange Programmes

+ over 400 institutional partners in 43 countries

<table>
<thead>
<tr>
<th>Country/City</th>
<th>Name of Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>Abertay University, Dundee</td>
</tr>
<tr>
<td>Ireland</td>
<td>School of Fine Art, National College of Art and Design (NCAD)</td>
</tr>
<tr>
<td>Switzerland</td>
<td>Department of Art &amp; Media, Zürich University of the Arts (ZHdK)</td>
</tr>
<tr>
<td>Finland</td>
<td>Faculty of Art &amp; Design, University of Lapland</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>Academy of Fine Arts in Prague</td>
</tr>
<tr>
<td>Hungary</td>
<td>Moholy-Nagy University of Art and Design Budapest, Hungary</td>
</tr>
<tr>
<td>Norway</td>
<td>University of Bergen</td>
</tr>
<tr>
<td>Japan</td>
<td>Tokyo University of Technology</td>
</tr>
<tr>
<td>South Korea</td>
<td>Sogang University</td>
</tr>
<tr>
<td>Taiwan</td>
<td>College of Journalism &amp; Communications, Shih Hsin University</td>
</tr>
<tr>
<td></td>
<td>College of Creative Design, Asia University</td>
</tr>
<tr>
<td></td>
<td>School of Film and New Media, Taipei National University of the Arts (TNUA)</td>
</tr>
<tr>
<td>Beijing</td>
<td>School of Arts, Peking University</td>
</tr>
<tr>
<td></td>
<td>School of Art and Communication, Beijing Normal University</td>
</tr>
<tr>
<td>Shanghai</td>
<td>College of Arts and Media, Tongji University</td>
</tr>
<tr>
<td></td>
<td>Shanghai Theatre Academy</td>
</tr>
</tbody>
</table>

And more…
Summer Internships

• Local or overseas
• Two internship courses (3 credit units each)
• Creative industry, art/cultural organizations
• Pre-internship training
• Financial subsidies
• Overseas internship scholarships
Career Prospects
Our prospective graduates

Media Artists
Researchers in Emerging Media Technologies
Interactive Designers
Game Designers/Programmers
Animators
Cultural Theorists
Video Makers
Film Makers
And more…..
Follow SCM on IG

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Like SCM’s Facebook

http://www.facebook.com/schoolofcreativemediacityu
Enquiry & Information

CityU Admissions Office (ADMO)  
Phone: (852) 3442 9094

http://www.admo.cityu.edu.hk/

SCM General Office (SCM)  
Phone: (852) 3442 8049  
Email: smgo@cityu.edu.hk

http://www.cityu.edu.hk/scm
The End