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
Interdisciplinary Training
Top-notch Facilities
Gallery Space & Exhibition
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](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
Direct Admissions
Direct Applications

You can apply for multiple programmes

First-year programmes (4-year study)

1041 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.)

1042 BA - Creative Media (BACM)
1043 BSc - Creative Media (BScCM)
1044 BAS - New Media (BAS)

Advanced Standing Programmes (2-year or 3-year study)

1456A BA - Creative Media (BACM)
1468A BSc - Creative Media (BScCM)
1471A BAS - New Media (BAS)
Hybrid Admission Model (Direct Admissions)

UNDERGRADUATE DEGREE PROGRAMMES
Non-JUPAS Applications:
Depending on applicants’ entry qualifications, they may apply for admission to first-year studies (1041/1042/1043/1044) or admission with Advanced Standing (1456A/1468A/1471A) for an SCM degree.

NON-JUPAS APPLICANTS

12 YEAR SCHOOL LEAVING QUALIFICATION / PARTIALLY COMPLETED SUB-DEGREE QUALIFICATION

12 YEAR SCHOOL LEAVING QUALIFICATION (INCLUDING DIPLOMA / DUAL QUALIFICATION)

ASSOCIATE DEGREE / HIGHER DIPLOMA OR EQUIVALENT (FOR LOCAL STUDENTS ONLY)

FIRST-YEAR STUDIES

1041 SCHOOL OF CREATIVE MEDIA
1042 BACHELOR OF ARTS IN CREATIVE MEDIA
1043 BACHELOR OF SCIENCE IN CREATIVE MEDIA

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

BACHELOR OF ARTS IN CREATIVE MEDIA
BACHELOR OF SCIENCE IN CREATIVE MEDIA
BACHELOR OF ARTS AND SCIENCE IN NEW MEDIA

ADVANCED STANDING PROGRAMMES

1044 BACHELOR OF ARTS AND SCIENCE IN NEW MEDIA

1456A BACHELOR OF ARTS IN CREATIVE MEDIA (2-3 YEARS)
1468A BACHELOR OF SCIENCE IN CREATIVE MEDIA (2-3 YEARS)
1471A BACHELOR OF ARTS AND SCIENCE IN NEW MEDIA (2-3 YEARS)
## Minimum Entrance Requirement

<table>
<thead>
<tr>
<th>QUALIFICATION</th>
<th>FIRST-YEAR STUDIES (1041/1042/1043/1044)</th>
<th>ADVANCED STANDING PROGRAMMES (1456A/1468A/1471A)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-year school-leaving qualification or a partially completed sub-degree qualification (non-final year, with CGPA ≥3.0)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>13-year school-leaving qualification [e.g. IB Diploma &amp; GCEAL]</td>
<td>✓</td>
<td>✓ (ASI only)</td>
</tr>
<tr>
<td>Associate Degree/Higher Diploma</td>
<td>✓</td>
<td>✓ (ASII for local students only)</td>
</tr>
</tbody>
</table>

© 2019 City University of Hong Kong. All Rights Reserved.
Direct Applications

Application period:
25 Sep 2019 - 2 Jan 2020
Apply online via Admissions Office

Important dates:
http://www.scm.cityu.edu.hk/important_dates
Portfolio Submission

Applicants are highly recommended to submit portfolios via on-line submission system provided by SCM

Submission period: 7 - 15 Feb 2020
Interview Arrangement

- Interview conducted in late Mar 2020
- Individual interview
- Telephone interviews may be arranged for local applicants studying overseas
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

11 Jan 2020
Collaborations
## 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…

© 2019 City University of Hong Kong. All Rights Reserved.
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
ID: schoolofcreativemedia
Enquiry & Information

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

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