

## CAREER PROSPECTS

MFACM and MACM graduate careers include:

- Media art & design
- Interaction design
- Filmmaking
- Television production
- Photography
- Post-production
- Media management
- Arts & cultural management
- Arts administration
- Art criticism
- Specialised journalism
- Advertising
- Art marketing & auction
- Online & social media
- Higher education

## FELLOWSHIPS SCHEME FOR MACM AND MFACM PROGRAMMES

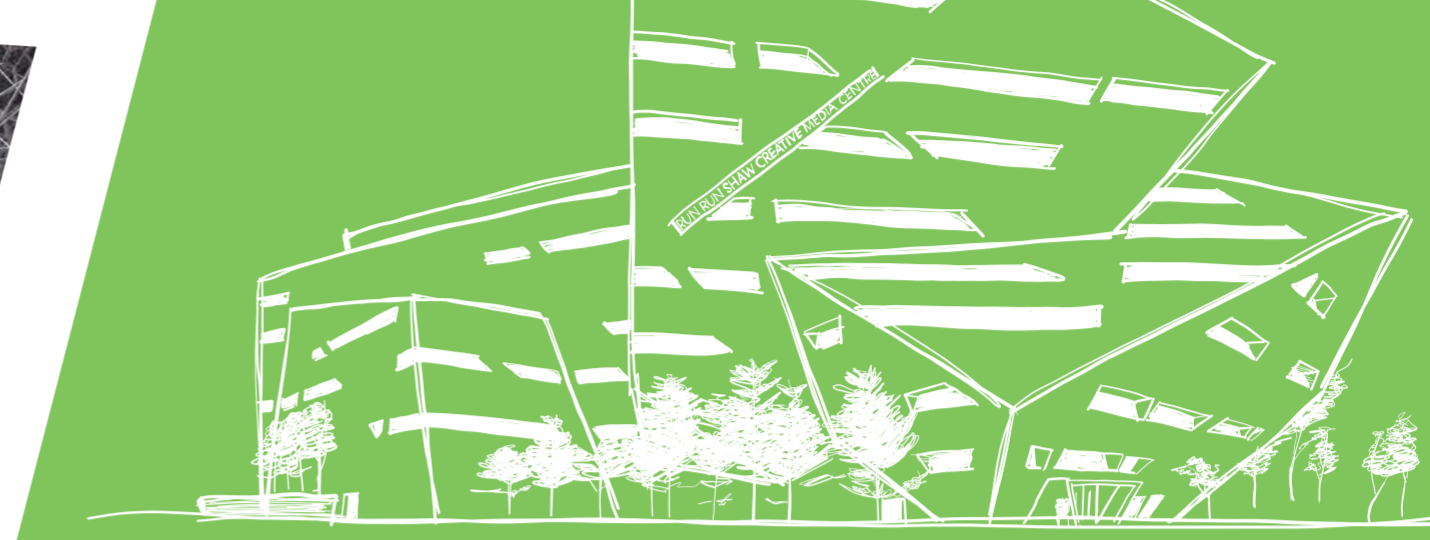
Fellowship awards are available for local students admitted to these programmes under the Fellowships Scheme supported by the HKSAR Government. Selected local students admitted to the programmes will be invited to submit applications for the Fellowships.



**Bystander** is a cinematic VR installation based on the real experience of a female who has developed mental illnesses after suffering abuse in childhood.

Liu Chang  
MFACM graduate, 2019

## POSTGRADUATE PROGRAMMES



## MASTER OF ARTS IN CREATIVE MEDIA (MACM)

FULL-TIME 1-YEAR OR PART-TIME 2-YEAR DEGREE  
MINIMUM CREDIT REQUIREMENT: 30

PROGRAMME LEADER: DR. DAMIEN CHARRIERAS  
EMAIL: DCHARRIE@CITYU.EDU.HK

This programme aims to offer a humanities-oriented curriculum complementing the School's mission to explore the most significant innovations in creative media practices. It is grounded in interdisciplinary approaches to arts and technology.



### Degree Characteristics

- Provides comprehensive interdisciplinary grounding in the theory, history and criticism of new media arts
- Provides a critical understanding of how current technological innovation and artistic practices reconfigure contemporary thought, aesthetics, technology, culture, law, environment and society
- Core teachings in critical media theory, cultural studies, philosophy of technology and theories of world building
- Electives include aesthetics, media ecology, media archeology, film studies, new cinema, media art theory and practice, visual studies, sound art, video game studies, art management, law and digital cultures, curation, gender studies and popular culture studies
- Excellent preparation for future professional careers in media arts, creative media industries, art organisations, specialised journalism, private research, publishing industries, cultural policy and public administrations or for further doctoral studies

## FACULTY HIGHLIGHTS

- SCM boasts an international faculty of leading media artists, researchers and scholars who challenge the boundaries of their disciplines to create innovative works of media art and scholarship
- The Center for Applied Computing and Interactive Media (ACIM) is a leading new media research center directed by Professor Richard William Allen which features faculty and postgraduate research
- SCM artists make socially engaged art, interactive digital installations, brain computer interfaces, computer art, animation, film and video, sound art, 3D print art and experimental games

- SCM scientists work in the areas of human-computer interaction, computer graphics, physical computing, robotics, creative coding and smart materials
- Humanities and social science faculty study the histories and cultures of documentary and fiction film, curatorial practice, immersive media and augmented cognition, the gamification of work, and the phenomenology and sociology of gaming



*LIFE IS HARD. WHY DO WE MAKE IT SO EASY?*, 2018, Zheng Bo, Associate Professor, SCM

## ACIM

The Center for Applied Computing and Interactive Media (ACIM), directed by Professor Richard William Allen, is an innovations incubator and showcase for new forms of creativity at the cutting edge of digital media that promotes collaborative research in the field.

### Current Research Labs and Research Projects

- ALiVE Pure and Applied Research in Art Tech
- SoundLab - Sound Art, Design and Perception Research in High Spatial Resolution Audio
- Playable Media Research Group - Game Design, Teaching and Research, Academic-Industrial Cooperation, Outreach and Knowledge Transfer
- ROAR (Retinal Optics Art Research) Lab - 360 Animation based on the concept of Retinal Rivalry
- Laboratory for Imaging Science and Art - Invent New Optical Systems and Computational Techniques for Artistic Embodiment
- Augmented Materiality Lab (AML) - From Programmable Matter and Embedded AI to Augmented Bodies and Extended Minds
- Studio for Narrative Spaces - From AR/VR for Physical Environment, Human-Robot-Interaction, Collaborative Narrative Design to Artistic Installation Intervention
- S+T+Arts\_HK - Interdisciplinary Research across Science, Technology and Art to explore New Areas of Knowledge, Innovation and Collaboration between Disciplines
- ITA: 3.0: Interactive Arts and Technologies for Accessibility for Social Inclusion
- Journey to the Metaverse - Exploration of Users' Experience on Immersive Technologies

## MASTER OF FINE ARTS IN CREATIVE MEDIA (MFACM)

FULL-TIME 2-YEAR DEGREE  
MINIMUM CREDIT REQUIREMENT: 54

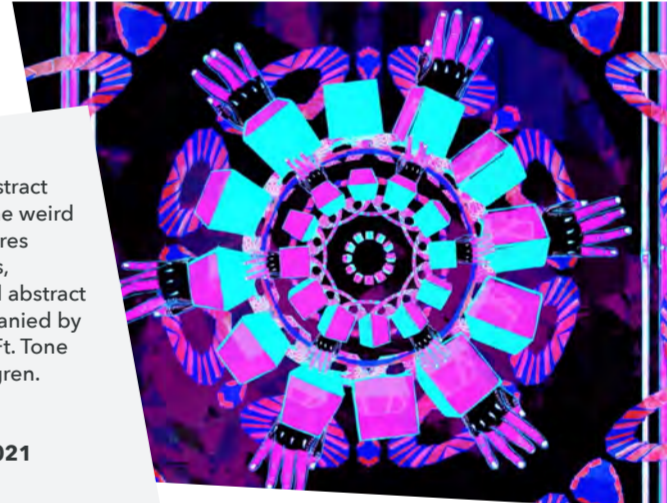
PROGRAMME LEADER: DR. TOBIAS KLEIN  
EMAIL: KTOBIAS@CITYU.EDU.HK

DEPUTY PROGRAMME LEADER: DR. RYO IKESHIRO  
EMAIL: RYO.IKESHIRO@CITYU.EDU.HK



**Hand**, a 2D digital abstract animation, presents the weird beauty of hand creatures composed of gestures, geometric shapes and abstract patterns, and accompanied by the song Sekktorjek Ft. Tone written by Mads Lindgren.

Ho Tsz Wing  
MFACM graduate, 2021



### Degree Characteristics

- Internationally recognized terminal degree in practice-based creative arts
- Integrates art, culture and technology
- Advanced training in digital audiovisual media, interactive media, animation, photography and film/video
- Platform for cutting-edge creative work, professional collaboration, and exhibition
- International programme committed to artistic and cultural diversity
- Outstanding faculty of successful artists and scholars

## RESEARCH TOPICS FOR PHD

|                                     |                                     |
|-------------------------------------|-------------------------------------|
| New Media Art & Installation        | Animation                           |
| HCI & Computer Graphics             | Film, Video & Photography           |
| Software Art, Machine Learning & AI | Playable Media                      |
| Physical Computing & Fabrication    | Socially & Ecologically Engaged Art |
| Sound Art                           | Media & Cultural Studies            |

## DOCTOR OF PHILOSOPHY (PHD) IN CREATIVE MEDIA

FULL-TIME 4-YEAR OR PART-TIME 8-YEAR DEGREE

RESEARCH DEGREE COORDINATOR:  
DR. PER MAGNUS LINDBORG  
EMAIL: SMGO@CITYU.EDU.HK



**ARAnimator**, a system that allows users to move an AR-enabled mobile device to directly control and animate a virtual character situated in real-world scenes.

Ye Hui  
PhD graduate, 2022

### Degree Characteristics

- Employs a mentor-based approach with an emphasis on both traditional scholarship and creative innovation
- Students research many different kinds of art and media creation with emphasis on new media
- Highly interdisciplinary programme. Students employ methodologies from the sciences, humanities and social sciences
- International and culturally diverse student body
- Full-time PhD students are well-funded either through HK PhD Fellowship Scheme (~USD 3,474 monthly) or by studentships (~USD 2,245 monthly)

## ADMISSIONS

For details, please refer to [www.cityu.edu.hk/pg/](http://www.cityu.edu.hk/pg/)



**MASTER OF FINE ARTS IN CREATIVE MEDIA (MFACM)**

**MASTER OF ARTS IN CREATIVE MEDIA (MACM)**



**DOCTOR OF PHILOSOPHY (PHD) IN CREATIVE MEDIA**

## ENQUIRY

**SCHOOL OF CREATIVE MEDIA  
CITY UNIVERSITY OF HONG KONG**

Level 7, Run Run Shaw Creative Media Centre  
18 Tat Hong Avenue, Kowloon Tong, Hong Kong

Email: [smgo@cityu.edu.hk](mailto:smgo@cityu.edu.hk)  
Tel: (852) 3442 8049  
Fax: (852) 3442 0408  
[www.scm.cityu.edu.hk](http://www.scm.cityu.edu.hk)



Shared Campus Summer School, "Fabrication of Relics", in Summer 2019

The **School of Creative Media (SCM)** at City University of Hong Kong is an international hub for discovery and innovation in Asia where art and technology meet.

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

