

## CAREER PROSPECTS

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



## UNDERGRADUATE PROGRAMMES

## INDUSTRY INTERFACE

SIG Playful Media Showcase 2022



- **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 final-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 future employers, business partners and investors

## BACHELOR OF ARTS IN CREATIVE MEDIA (BACM)

Major Leader: Dr. Max Hattler

### 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

**Catgot**, an abstract animation, presents to viewers a special audio-visual show that mixed hand-drawn graphics with the song Catgot by the English band ISAN as the background music.

**Ho Tsz Wing**  
BACM graduate, 2019



## INTERNATIONAL EXCHANGE AND SUMMER PROGRAMMES

### Student Exchange

- Semester-long exchange study opportunities are offered worldwide
- European venues include: Czech Republic, Finland, Hungary, Norway, Switzerland 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

## 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 in new media arts
- 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

**ALEPH-ONE N°1** is a real-time computer programme that contains 36 images rendered from a dynamic system.

**iwénrán zhào! 趙文然**  
BAS graduate, 2018



## JOINT DEGREE PROGRAMME



SCM offers a prestigious Joint Degree Programme with the Leuphana University Lüneburg, Germany.

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

Students study for four semesters at CityU and four semesters at the Leuphana University, *without extra school fees*. They complete 50% of the graduation requirement from each programme, and get two degrees - one from CityU in Hong Kong and the other from partner institution.



## BACHELOR OF SCIENCE IN CREATIVE MEDIA (BSCCM)

Major Leader: Dr. Kening Zhu (SCM)  
Deputy Major Leader: Dr. Rynson 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

**Rotaeno** is the world's first rotation control mobile rhythm game developed by Chris Choi and his partners.

**Choi Yan Lok Chris**  
BSCCM student, 2018 Cohort

- Trains students in computer graphics, digital imaging, mobile media, internet applications, computer games and interactive media
- Prepares students for jobs in the computational media industries



# ADMISSIONS

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



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

## JUPAS APPLICATIONS

Under the hybrid admissions model from 2018 entry, JUPAS applicants may apply for admission to SCM with an undeclared major or admission to a major. Each applicant can choose one or any combination of the four admission codes:

### School-based (with an undeclared major)

JS1041 SCM  
(Applicants will declare their major towards the end of the first year of study and will have a free choice of majors.)



### Major-based

JS1042 BA Creative Media  
JS1043 BSc Creative Media  
JS1044 BAS New Media

## DIRECT APPLICATIONS

Depending on applicants' entry qualifications, they may apply for admission to first-year studies or admission with Advanced Standing for an SCM degree programme:

### School-based (with an undeclared major)

1041 SCM  
(Applicants will declare their major towards the end of the first year of study and will have a free choice of majors.)



### Major-based

1042 or 1456A BA Creative Media  
1043 or 1468A BSc Creative Media  
1044 or 1471A BAS New Media



## SCHOOL OF CREATIVE MEDIA CITY UNIVERSITY OF HONG KONG

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## ENQUIRY

