

POSTGRADUATE PROGRAMMES

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
Dean, School of Creative Media

MASTER OF FINE ARTS IN CREATIVE MEDIA (MFACM)

FULL-TIME 2-YEAR DEGREE
MINIMUM CREDIT REQUIREMENT: 54
PROGRAMME LEADER: MR. LEUNG CHI WO
EMAIL: CWWLEUNG@CITYU.EDU.HK

Degree Requirements

Core Courses (24 credits)

- Project-based Studios
- Introduction to New Media Arts

Elective Courses (30 credits)

- Practice, 15-18 credits
- Context, 9-12 credits
- Benchmark, 3-6 credits

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



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 international programme offers interdisciplinary training in the theory, criticism and practice of media arts, and training in curatorial practice. Successful applicants will join one of the two streams: *Media Cultures (MC)* or *Curating Art and Media (CAM)*.



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
- Museum & collection management
- Curation
- Exhibition production & design
- Advertising
- Art marketing & auction
- Online & social media
- Copy editing
- Transmedia storytelling
- Higher education



MEDIA CULTURES (MC)

Stream Characteristics

- Provides comprehensive interdisciplinary grounding in the theory, history and criticism of new media arts
- Provides opportunities for artistic practice and curatorial training
- Excellent preparation for future professional careers in media arts or for further study

Degree Requirements

Core Course (3 credits)

- Introduction to Critical Media Studies

Stream Core Courses (9 credits)

- Introduction to New Media Arts
- Philosophy of Technology and New Media
- World-Building in Digital Narrative Media

Elective Courses (18 credits)

Students should take at least 6 credits of electives from the MC Stream. The remaining 12 credits can be selected from any stream core or stream elective courses. The stream elective courses are listed on the SCM website.

CURATING ART AND MEDIA (CAM)

Degree Requirements

Core Course (3 credits)

- Introduction to Critical Media Studies

Stream Core Courses (12 credits)

- Arts Management and Curatorship
- Critical Theory for Contemporary Curators
- Digital Media for Curating
- History and Making of Exhibitions

Elective Courses (15 credits)

Students should take at least 6 credits of electives from the CAM Stream. The remaining 9 credits can be selected from any stream core or stream elective courses. The stream elective courses are listed on the SCM website.

- Teaches students to research, curate and exhibit art and media to prepare them for a professional career or further study
- Develops creative, intellectual and technical competence for media curation
- Provides understanding of the key theories and concepts informing contemporary art practice
- Develops ability to use new technologies in curating and exhibiting art

MASTER OF PHILOSOPHY AND DOCTOR OF PHILOSOPHY IN CREATIVE MEDIA (MPHIL & PHD)

FULL-TIME OR PART-TIME
Normal Duration of Programme:
MPhil – 2 years (full-time) or 4 years (part-time)
PhD – 4 years (full-time) or 8 years (part-time)

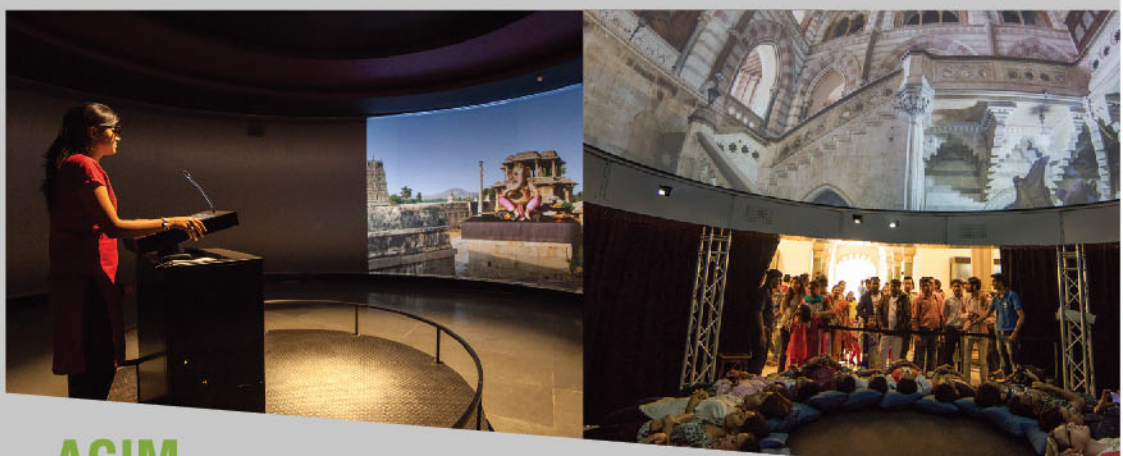
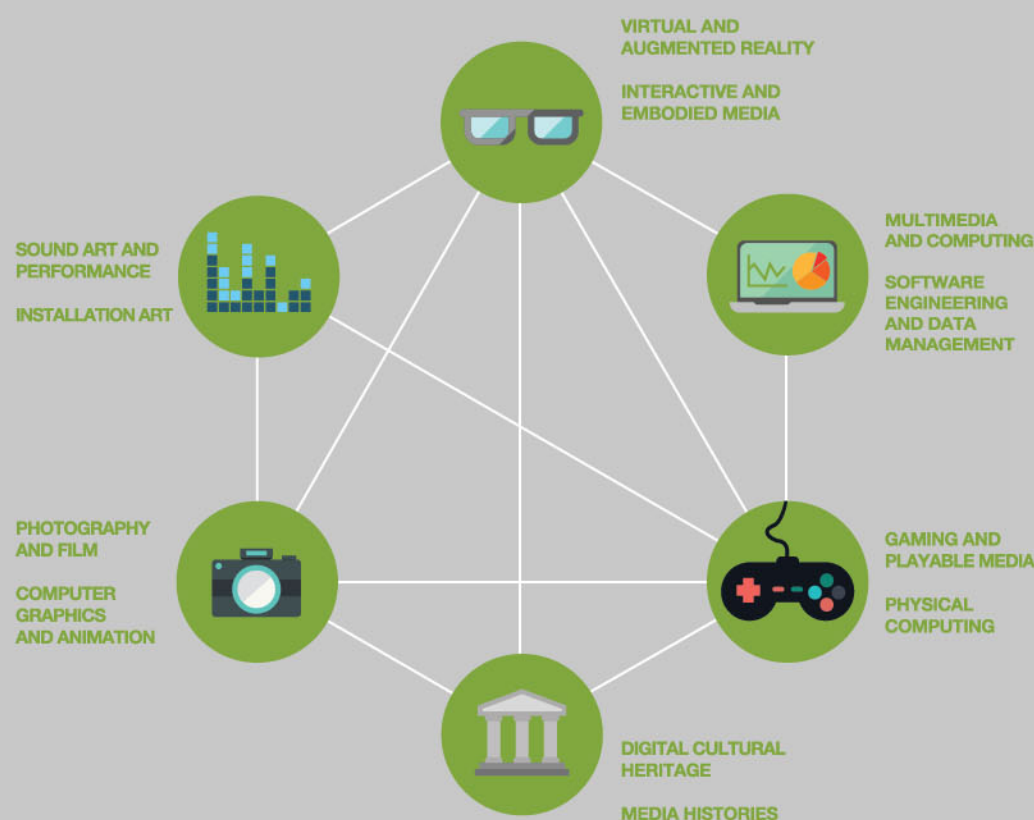
PROGRAMME COORDINATOR: DR. BO ZHENG
EMAIL: BOZHENG@CITYU.EDU.HK

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 Fellowships (~USD 3,218 monthly) or by studentships (~USD 2,150 monthly)



Research Topics



ACIM

The Center for Applied Computing and Interactive Media (ACIM), directed by Professor Jeffrey Shaw, 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 Highlights

- Digital preservation and dissemination of intangible cultural heritage (Hakka Kung Fu and Confucian Rites)
- Interactive media art exhibitions in collaboration with the National Palace Museum, Taiwan
- Collaborative Learning through Immersion
- Augmented Cognition through Immersive Technologies
- Interactive Technologies for Accessibility
- Game Technology Research Lab
- Reverse Neuro-Design using Brain-computer Interface for Artworks
- Laser Projection for Creating Visual Effects on Complex Surfaces
- 360 Animations based on the concept of Retinal Rivalry

 Centre for Applied Computing and Interactive Media
香港城市大學
City University of Hong Kong

ACIM Student Research Fellowships

- Computational Landscapes
- Human Behaviour and Human Mobile Interaction
- Auto-multiscopic 3D projection
- Online platform for the distribution of media works in China

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 Jeffrey Shaw 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, 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



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Master of Fine Arts in Creative Media (MFACM)
Master of Arts in Creative Media (MACM)



Master of Philosophy (MPhil) in Creative Media
Doctor of Philosophy (PhD) in Creative Media



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CITY UNIVERSITY OF HONG KONG

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