

# 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: DR. TOBIAS KLEIN  
EMAIL: KTObias@CITYU.EDU.HK

### 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



### Degree Requirements

#### Core Courses (24 credits)

- Project-based Studios
- Introduction to New Media Arts – Theories, Technologies, Aesthetics
- Introduction to Digital Processes: From Creative Computation to Fabrication

#### Elective Courses (30 credits)

Students must declare two clusters chosen from Interaction, Media Working and Fabrication and take at least nine credits in each of the chosen clusters. The remaining 12 credits can be selected from any clusters / areas:

#### Clusters:

- Interaction
- Media Working
- Fabrication

#### Areas:

- Media & Culture
- Independent



## 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  
DEPUTY PROGRAMME LEADER: DR. YUK HUI  
EMAIL: YUKHUI@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

### Degree Requirements

#### Core Course (12 credits)

- Introduction to New Media Arts – Theories, Technologies, Aesthetics
- Introduction to Media and Cultural Studies
- Philosophy of Technology and New Media
- World-Building in Digital Narrative Media

#### Elective Courses (18 credits)

Electives are structured around 3 concentrations. Students can take courses from any concentrations to fulfill the elective requirement.

#### Concentrations:

- New Media Arts and Aesthetics
- Critical Theories for Arts and Technology
- Interventions in Media Cultures

## 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. Local students admitted to the programmes will be invited to submit applications for the fellowships.



## DOCTOR OF PHILOSOPHY (PHD) IN CREATIVE MEDIA

FULL-TIME 4-YEAR OR PART-TIME 8-YEAR DEGREE  
RESEARCH DEGREE COORDINATOR: PROF. HONGBO FU  
EMAIL: SMGO@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 Fellowship Scheme (~USD 3,410 monthly) or by studentships (~USD 2,245 monthly)



## 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



NEW MEDIA ART & INSTALLATION



PLAYABLE MEDIA



HCI & COMPUTER GRAPHICS



FILM, VIDEO & PHOTOGRAPHY



SOCIALLY & ECOLOGICALLY ENGAGED ART



MEDIA & CULTURAL STUDIES



SOFTWARE ART, MACHINE LEARNING & AI



ANIMATION



SOUND ART



PHYSICAL COMPUTING & FABRICATION

## 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 Labs

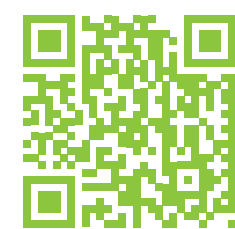
- ALIVE Digital preservation and dissemination of intangible cultural heritage
- ALIVE Interactive media art exhibitions in collaboration with the National Palace Museum, Taiwan
- Neuro Design Lab – Reverse Neuro-Design using Brain-computer Interface for Artworks
- Laboratory for Interventions in Speculative Finance (LISF) – Exploration of the Intersection between Media Art and New Financial Technologies
- The eXtended Reality Lab – Collaborative Projects in Augmented Reality and Augmented Materiality
- Computational Media Lab – View-dependent Asymmetric Detail Enhancement for 360-degree Stereoscopic VR Content
- Creative Machine Learning Lab – Machine Learning Art
- Digital Craftsmanship Lab – Digital Ceramics – Cyanotype-based Resin
- ROAR (Retinal Optics Art Research) Lab – 360 Animation based on the concept of Retinal Rivalry



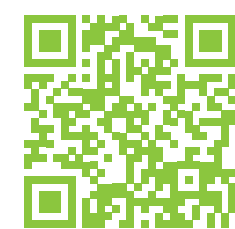


School of Creative Media

香港城市大學  
City University of Hong Kong



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



Doctor of Philosophy (PhD)  
in Creative Media



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香港城市大學  
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CITY UNIVERSITY OF HONG KONG

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