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 education
- Arts, media and cultural management
- Exhibition and events design

INDUSTRY INTERFACE

- Student Exchange
- Summer Study Tours
- Special Interest Group (SIG) showcases students’ works and provides them with opportunities to meet future employers, business partners and investors
- 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

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

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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

BACHELOR OF ARTS IN CREATIVE MEDIA (BACM)

Major Leader: Prof. 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

BACHELOR OF ARTS IN NEW MEDIA (BAS)

Major Leader: Prof. Lam Miu Ling

Degree Characteristics

- Prepares students for jobs in new media arts and culture, and to international media art and culture, and to enhance their English proficiency and communication skills
- Balances theoretical knowledge and practical skills in 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

BACHELOR OF SCIENCE IN CREATIVE MEDIA (BScCM)

Major Leader: Prof. Kening Zhu (SCM)
Deputy Major Leader: Prof. Rynson Lau

Degree Characteristics

- 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

BACHELOR OF ARTS AND SCIENCE (BAS)

Major Leader: Prof. Lam Miu Ling

Degree Characteristics

- Offers signature courses in Arts Tech
- Prepares students for jobs in new media arts and creative industries

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Richard William Allen
Dean, School of Creative Media

ADMISSIONS
For details, please refer to www.admo.cityu.edu.hk.

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)
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
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
Tel: (852) 3442 8049
Fax: (852) 3442 0408
www.scm.cityu.edu.hk

ENQUIRY

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

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