

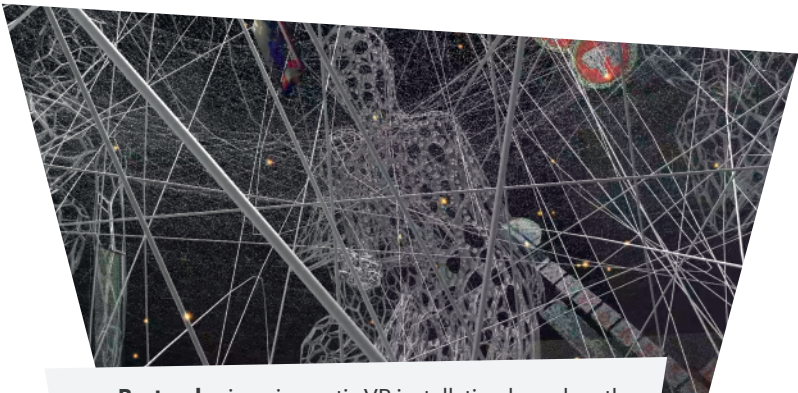
## CAREER PROSPECTS

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

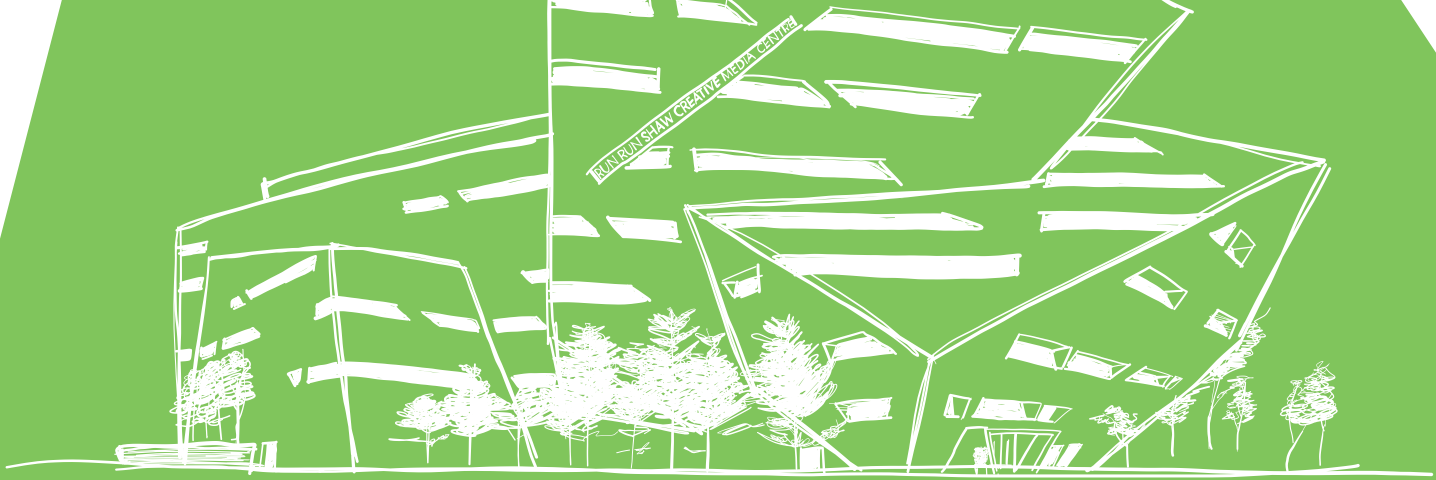
Fellowship awards are available for local students admitted to these programmes under the Fellowships Scheme supported by the HKSAR Government. Selected local students admitted to the programmes will be invited to submit applications for the Fellowships.



**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



## 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, Prof. Zheng Bo, SCM

## MASTER OF ARTS IN CREATIVE MEDIA (MACM)

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

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

This programme offers a humanities-oriented curriculum that complements the School's mission to develop aesthetic, theoretical, and techno-scientific expertise in new media and contemporary arts. Successful candidates will join one of the two streams: Technofutures: Theory and Culture Stream or Expanded Curation Stream.



### Degree Characteristics

- Includes a comprehensive interdisciplinary foundation in various critical theories and significant phenomena in the fields of techno-culture
- Provides a critical understanding of how contemporary technology and curatorial practices reshape modern thought and aesthetics, and ignite cultural trends
- Emphasize on critical new media studies, digital aesthetics, media ecology, media archaeology, new cinema, media art theory and practice, sound art, video game studies, art management, law and digital cultures, digital curation, gender studies, and popular culture studies
- Well-prepared for future professional careers in the creative industries, including media and art collectives, traditional art and museum organisations, performing arts organisations, research institutes, private and public institutions with cultural assets, tech companies, specialised media, and creative agencies

## 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 Projects

- Future Cinema Systems: Next-Generation Art Technologies – A collaborative project between HKBU, CityU and EPFL to build the next generation co-evolutionary 360 immersive digital experience.
- CITY IN TIME – A tourism project that integrates augmented reality (AR) and multimedia technologies to create on site immersive experiences of historical Hong Kong. It is created by CityU in collaboration with HKBU for the Tourism Commission.



CityU's **Gallery 360** is an immersive 360-degree stereoscopic visualization environment. The augmented reality installations give audience an immersive experience unbounded by time and space.

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

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

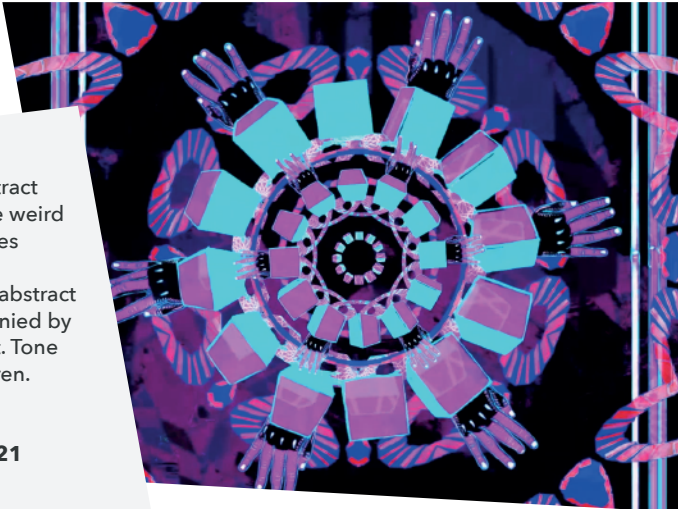
PROGRAMME LEADER: PROF. TOBIAS KLEIN  
EMAIL: KTOBIAS@CITYU.EDU.HK

DEPUTY PROGRAMME LEADER: PROF. 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 Sekktortjek 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:  
PROF. 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 3,538 monthly) or by studentships (~USD 2,245 monthly) (rates subject to revision)





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  
Dean, School of Creative Media

# 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**

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