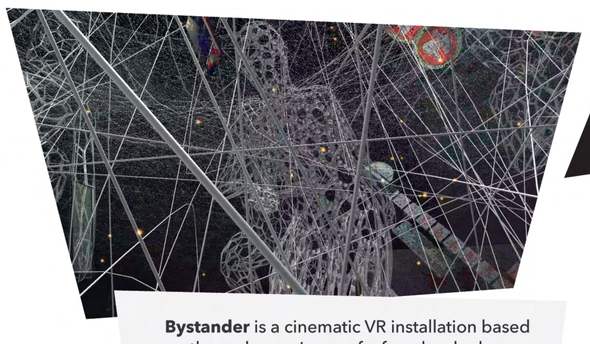
CAREER PROSPECTS

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

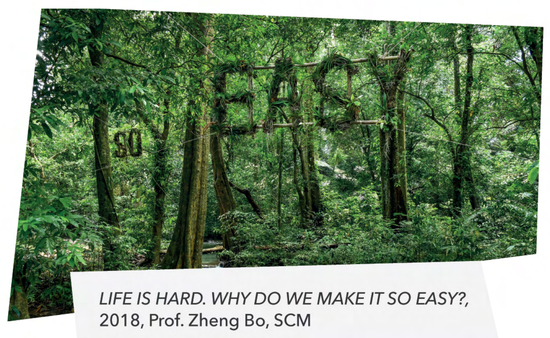


Bystander is a cinematic VR installation based on the real experience of a female who has developed mental illnesses after suffering abuse in childhood.

Liu Chang
MFACM graduate, 2019

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

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 for the Tourism Commission

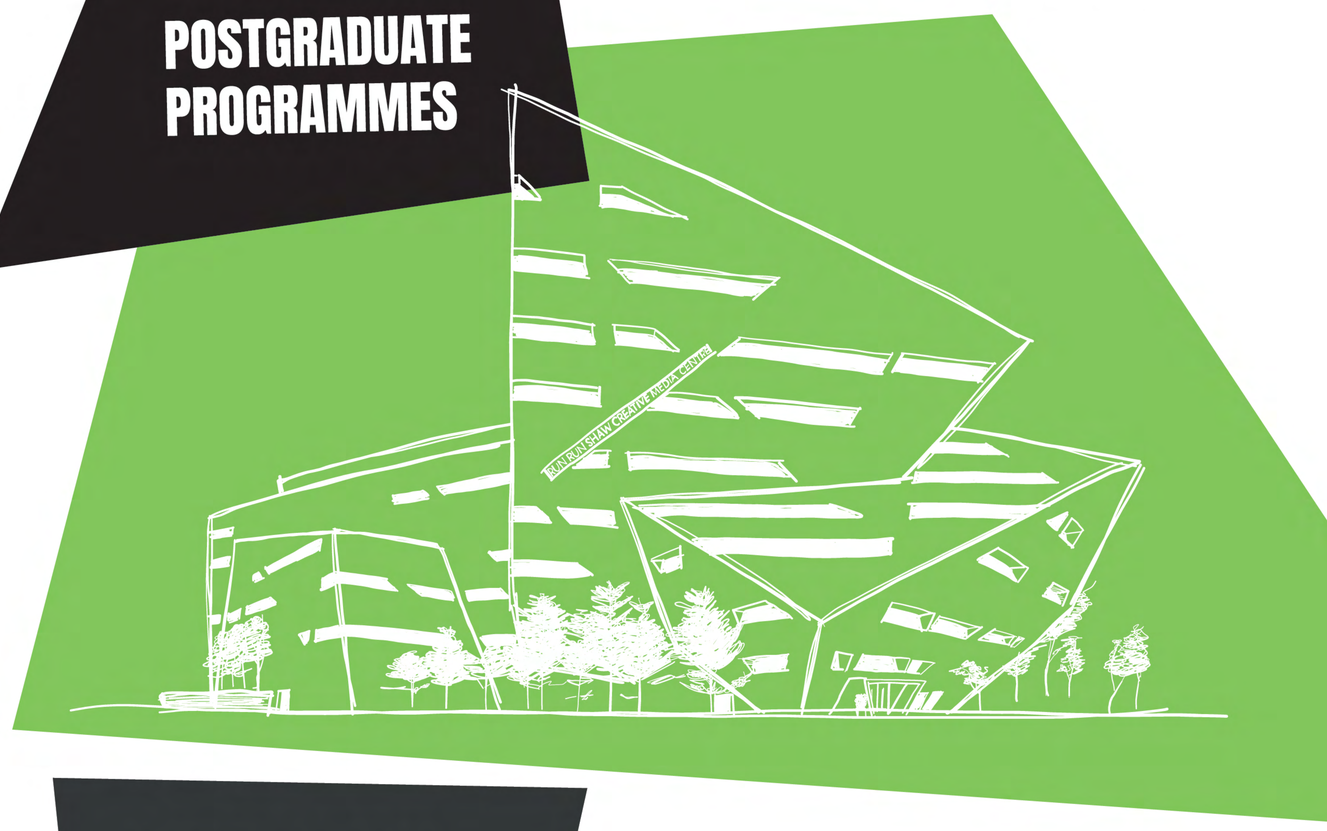
CityU's Gallery 360 is an immersive 360-degree stereoscopic visualization environment. The augmented reality installations give audience an immersive experience unbounded by time and space.

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

POSTGRADUATE PROGRAMMES

School of Creative Media
香港城市大學
City University of Hong Kong



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

The programme is designed to establish robust foundations in media theory and aesthetics, philosophy and cultural studies and develop the critical mindset necessary for a successful career in creative media. Successful candidates will join one of the three streams: Technofutures: Theory and Culture Stream, Influencer Studies Stream or Expanded Curation Stream.

Degree Characteristics

- Foundational and Theoretical Frameworks (Philosophy of Technology, Media Ecology, Media Archaeology, Cultural Studies)
- Media Theory and Aesthetics (Critical New Media Studies, Digital Aesthetics, New Media Art Theory, Sound Art)
- Contemporary Media and Culture (Influencer Studies, Curatorial Practices, Queer Technology Theories)
- Designated Media Forms and Industries (Film Studies, New Cinema, Video Game Studies, Media Economics)

MASTER OF FINE ARTS IN CREATIVE MEDIA (MFACM)

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

Full-time 2-year Degree
Minimum Credit Requirement: 54

Programme Leader: Prof. Tobias Klein
Email: ktobias@cityu.edu.hk

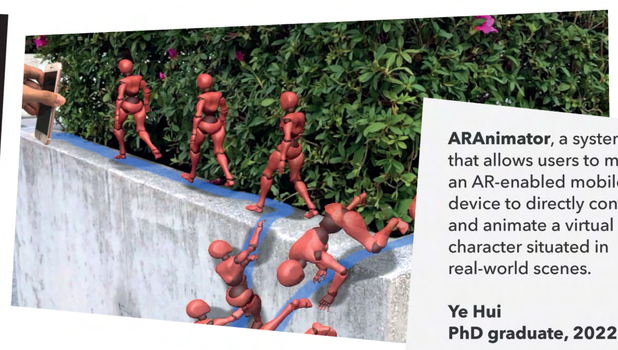
Deputy Programme Leader: Prof. Ryo Ikeshiro
Email: ryo.ikeshiro@cityu.edu.hk

The programme provides intensive and advanced training in Digital Audiovisual Media Cultures, Animation, Computer Graphics, Film and Video Production, Interactive Media, New Media Art and Digital Fabrication. Successful candidates may join the main programme, or one of the two streams: Games Stream or Human-Computer Interaction (HCI) Stream.

Degree Characteristics

- Internationally recognised 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

DOCTOR OF PHILOSOPHY (PHD) IN CREATIVE MEDIA



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

Full-time 4-year or Part-time 6-year Degree

Research Degree Coordinator:
Prof. Richard William Allen
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 3,600 monthly) or by studentships (~USD 2,282 monthly) (rates subject to revision)

MFA Graduation Show 2024

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.

Professor Espen Aarseth
Dean, School of Creative Media

ADMISSIONS

For details, please refer to 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

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