

## CREATIVE ARTS AND TECHNOLOGY EXCELLENCE (CREATE)

Programme Leader: Prof. Ip Yuk Yiu

For talented students who aspire to excel in arts and technology

### Highlighted Features

- Professional mentorship with top industry practitioners
- Internship placement opportunities (both overseas and local) with reputable companies
- Leadership workshops to enhance entrepreneurial skills

### Flagship Scholarships

Local JUPAS students with outstanding HKDSE results who are admitted under the CREATE programme will be considered for Flagship Scholarships. Please visit [www.cityu.edu.hk/scholarship](http://www.cityu.edu.hk/scholarship) for details.



## UNDERGRADUATE PROGRAMMES



### Global Exposure

- Exchange or summer school at the University College London (UCL) or another top overseas university
- Additional exchange / summer school / overseas field trip opportunities to nourish artistic or technological skills

## 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 criticism
- Art and media education
- Arts, media and cultural management
- Exhibition and events design

## INDUSTRY INTERFACE



SIG Playful Media Showcase 2024

- **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

- **SCM Annual showcases** final-year students' artistic works to the public, sponsors and potential employers
- **Special Interest Group (SIG)** showcases students' works and provides them with opportunities to meet future employers, business partners and investors

## INTERNATIONAL OPPORTUNITIES

### Student Exchange

- Semester-long exchange study opportunities are offered worldwide
- European venues include: Czech Republic, Finland, Hungary, Switzerland and UK
- Asian venues include: Japan, Mainland China, South Korea and Taiwan

### Summer Study Tours

Summer study tours allow students' exposure to international media art and culture, and to enhance their English proficiency and communication skills.

### Joint Degree Programme

SCM offers a prestigious Joint Degree Programme with the Leuphana University Lüneburg, Germany.

Students study for four semesters at CityUHK and four semesters at the Leuphana University, **without extra school fees**. They complete 50% of the graduation requirement from each programme, and get two degrees – one from CityUHK in Hong Kong and the other from partner institution.



## 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

**Catgot**, an abstract animation, presents to viewers a special audio-visual show that mixed hand-drawn graphics with the song Catgot by the English band ISAN as the background music.

**Ho Tsz Wing**  
BACM graduate, 2019



## BACHELOR OF ARTS AND SCIENCE IN NEW MEDIA (BAS)

Major Leader: Prof. Lam Miu Ling

### Degree Characteristics

- Fosters interdisciplinary enquiry
- Balances theoretical knowledge and practical skills 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

**ALEPH-ONE N°1** is a real-time computer programme that contains 36 images rendered from a dynamic system.

**twénrán zhào 趙文然**  
BAS graduate, 2018



## BACHELOR OF SCIENCE IN CREATIVE MEDIA (BScCM)

Major Leader: Prof. Kening Zhu (SCM)  
Deputy Major Leader: Prof. Rynson Lau (Department of Computer Science (CS))

### Degree Characteristics

- Combines core courses offered by the Department of Computer Science and the School of Creative Media
- Bridges creative and technical sides of computer-based media art production
- Equips students to be proficient in a wide range of computational media

- Trains students in computer graphics, digital imaging, mobile media, internet applications, computer games and interactive media
- Prepares students for jobs in the computational media industries



**Rotaeno** is the world's first rotation control mobile rhythm game developed by Chris Choi and his partners.

**Choi Yan Lok Chris**  
BScCM student, 2018 Cohort

# ADMISSIONS

For details, please refer to <https://www.cityu.edu.hk/admo/>



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

## JUPAS APPLICATIONS

Under the hybrid admissions model, 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 five admission codes:



### Flagship Programme

**JS1040** Creative Arts and Technology Excellence (CREATE)  
(Options: Creative Media (School-based) / BA Creative Media / BSc Creative Media / BAS New Media)  
Applicants can choose any of the majors at the beginning or at the end of Year 1.

### School-based (with an undeclared major)

**JS1041** Creative Media (Majors: BA Creative Media / BSc Creative Media / BAS New Media)  
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 (Features: Animation / Cinema & Photography / Critical Theory & Practices / Game & Playable Media / New Media Art / Sound Art)

**JS1043** BSc Creative Media (Features: Combination of Creative Media and Computer Science Courses / Animation / Games / Installation / Interactivity)

**JS1044** BAS New Media (Features: Media Art / Robotics & AI / Art & Technology / Materials & Digital Fabrication)

## DIRECT APPLICATIONS

Depending on applicants' entry qualifications, they may apply for admission to first-year studies or admission with Advanced Standing for an SCM degree programme:



Local



Non-Local

### School-based (with an undeclared major)

**1041** Creative Media (Majors: BA Creative Media / BSc Creative Media / BAS New Media)  
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 (Features: Animation / Cinema & Photography / Critical Theory & Practices / Game & Playable Media / New Media Art / Sound Art)

**1043 or 1468A** BSc Creative Media (Features: Combination of Creative Media and Computer Science Courses / Animation / Games / Installation / Interactivity)

**1044 or 1471A** BAS New Media (Features: Media Art / Robotics & AI / Art & Technology / Materials & Digital Fabrication)



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](mailto:smgo@cityu.edu.hk)  
Tel: (852) 3442 8049  
Fax: (852) 3442 0408  
[www.scm.cityu.edu.hk](http://www.scm.cityu.edu.hk)

## ENQUIRY

