

CREATIVE ARTS AND TECHNOLOGY EXCELLENCE (CREATE)

Programme Leader: Prof. Ip Yuk Yiu

For elite students who aspire to excel in arts and technology

Highlighted Features

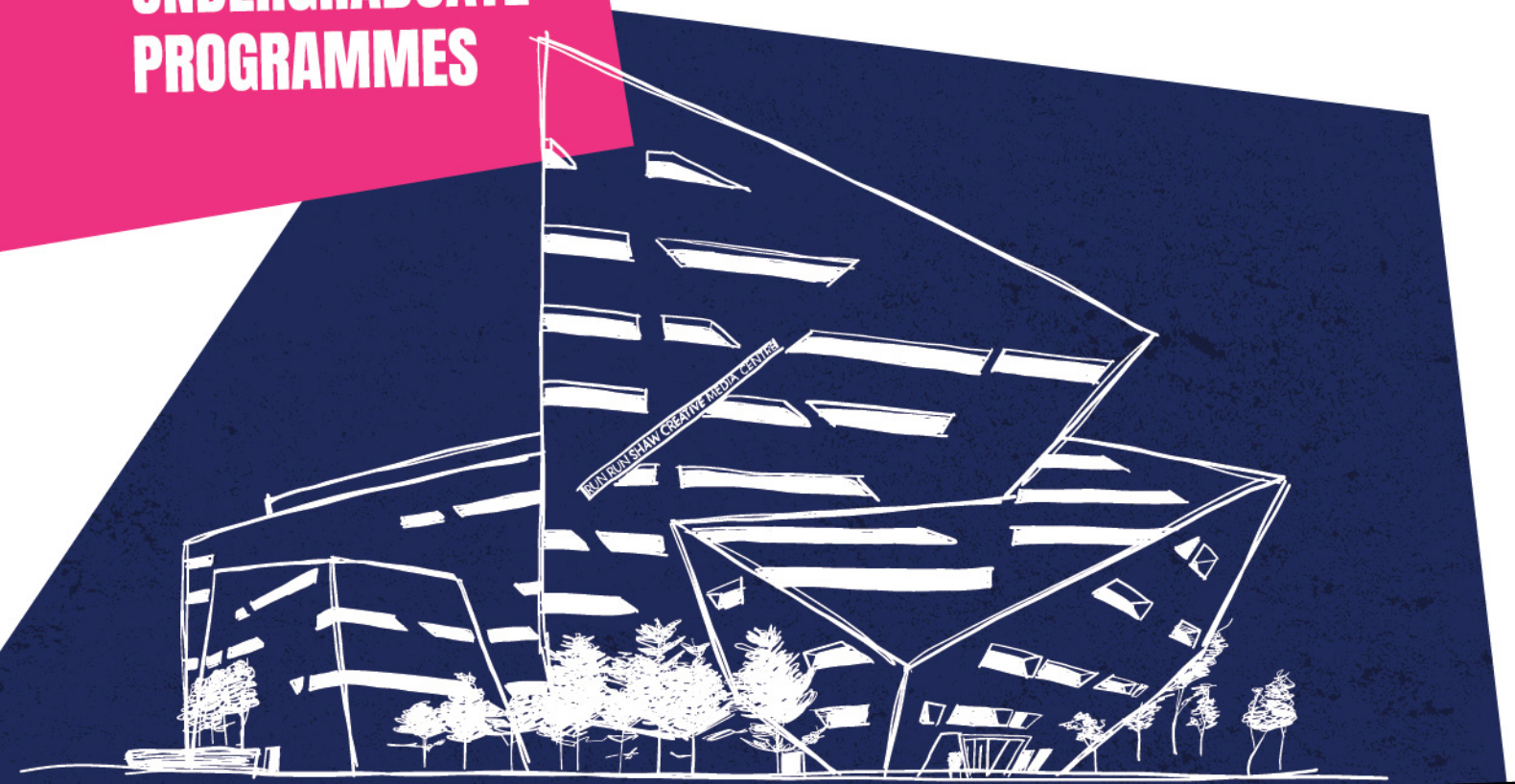
- Professional mentorship with top industry practitioners
- Internship placement opportunities (both overseas and local) with reputable companies
- Leadership workshops to enhance entrepreneurial skills

Flagship Scholarships

Local students with outstanding HKDSE/IB/GCEAL results who are admitted under the CREATE programme will be considered for Flagship Scholarships. Please visit www.cityu.edu.hk/scholarship for details.



UNDERGRADUATE PROGRAMMES



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

BACHELOR OF ARTS IN CREATIVE MEDIA (BACM)

Major Leader: Prof. Max Hattler
Deputy Major Leader: Prof. Man Ching Ying Phoebe

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



INDUSTRY INTERFACE



SIG Playful Media Showcase 2024

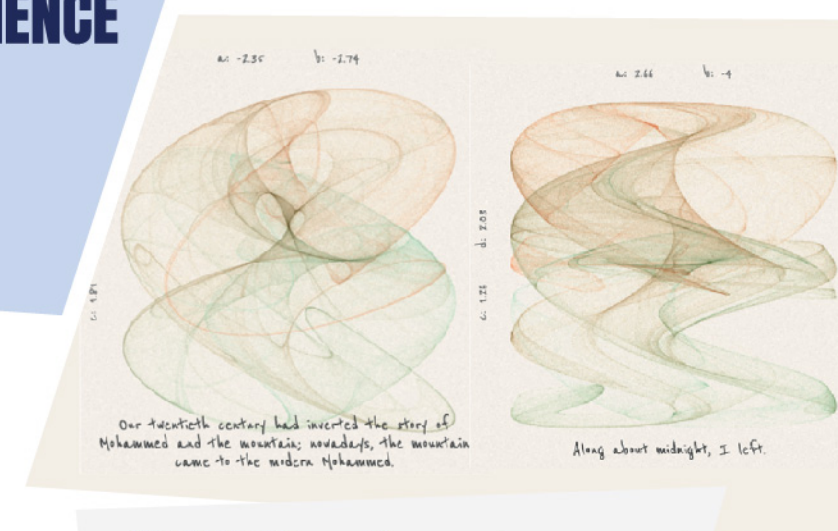
- Supervised Internship Programmes** both local and overseas develop students' communication and interview skills, and provide on-the-job training
- Career and Industry Talks** organized throughout the semester offer students access to the latest industry trends and career information
- SCM Annual showcases** 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

BACHELOR OF ARTS AND SCIENCE IN NEW MEDIA (BAS)

Major Leader: Prof. Lam Miu Ling
Deputy Major Leader: Prof. Leung Pok Yin Victor

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 X1 is a real-time computer programme that contains 36 images rendered from a dynamic system.

Wénrén zhào! 鍾文然
BAS graduate, 2018



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, Chinese Mainland, Singapore, South Korea and Taiwan, China

Summer Study Tours

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

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 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



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

- 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



ADMISSIONS

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



SCM Annual 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

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

Flagship Programme

1040 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)

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)



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ENQUIRY

