**RESEARCH TOPICS FOR PHD**

- New Media Art & Installation
- Animation
- HCI & Computer Graphics
- Software Art, Machine Learning & AI
- Sound Art
- Physical Computing & Fabrication
- Film, Video & Photography
- Playable Media
- Socially & Ecologically Engaged Art
- Media & Cultural Studies

**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 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 fiction film, curatorial practice, immersive media and augmented cognition, the gamification of work, and the phenomenology and sociology of gaming.

**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 programme will be invited to submit applications for the Fellowships.

**ACIM**

The Center for Applied Computing and Interactive Media (ACIM), directed by Professor Richard William Allen, is an innovative incubator and showcase for new forms of creativity at the cutting edge of digital media that promote collaborative research in the field.

Current Research Labs and Research Projects

- ALIVE Pure and Applied Research in Art Tech
- Soundlab - Sound Art, Design and Perception Research in High Spatial Resolution Audio
- Playable Media Research Group
- Game Design, Teaching and Research, Academic-Industrial Cooperation, Outreach and Knowledge Transfer
- ROAR (Retinal Optics Art Research) Lab - 360 Animation based on the concept of Retinal Rivalry
- Laboratory for Imaging Science and Art - 360 Animation based on the concept of Retinal Rivalry
- User’s Experience on Immersive Technologies
- Journey to the Metaverse - Exploration of Accessibility for Social Inclusion
- ITA: 3.0: Interactive Arts and Technologies for S+T+Arts_HK - Interdisciplinary Research into New Media Art & Installation
- Collaborative Narrative Design to Artistic Gamification of work, and the Interdisciplinary approaches to arts and technology.

**POSTGRADUATE PROGRAMMES**

**MASTER OF ARTS IN CREATIVE MEDIA (MACM)**

Full-time 1-year or part-time 2-year degree minimum credit requirement: 30 programme leader: Dr. Damien Charrieras email: dcharrieres@cityu.edu.hk

This programme aims to offer a humanities-oriented curriculum complementing the School’s mission to explore the most significant innovations in creative media practice. It is grounded in interdisciplinary approaches to arts and technology.

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

Full-time 2-year degree minimum credit requirement: 54 programme leader: Dr. Tobias Klein email: tobias@cityu.edu.hk

This programme emphasizes the practice-based creative arts and cultural diversity. It is internationally recognized as an advanced terminal degree in creative media arts.

**DOCTOR OF PHILOSOPHY (PHD) IN CREATIVE MEDIA**

Full-time 4-year or part-time 8-year degree research degree coordinator: Dr. Per Magnus Lindborg email: smsg@cityu.edu.hk

This programme aims to offer a comprehensive interdisciplinary grounding in the theory, history and criticism of creative media arts.

**DOCTORAL PROGRAMMES**

- Provides comprehensive interdisciplinary grounding in the theory, history and criticism of creative media arts.
- Provides a critical understanding of how current technological innovation and artistic practices reconfigure contemporary thought, aesthetics, technology, culture, law, environment and society.
- Core teachings in critical media theory, cultural studies, philosophy of technology and theories of world building.
- Electives include aesthetics, media ecology, media archeology, film studies, new cinema, media art theory and practice, visual studies, sound art, video game studies, art management, law and digital cultures, curation, gender studies and popular culture studies.
- Excellent preparation for future professional careers in media arts, creative media industries, art organisations, specialised journalism, private research, publishing industries, cultural policy and public administrations or for further doctoral studies.

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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
Acting Dean, School of Creative Media