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 event design

INDUSTRY INTERFACE

- 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 first-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 EXCHANGE AND SUMMER PROGRAMMES

Student Exchange

- Semester-long exchange study opportunities are offered worldwide
- European venues include:
  - Czech Republic: Finland, Hungary, Norway, Sweden 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.
- Cultural and Language Immersion Scheme at the Edinburgh Napier University, UK
- Creative Computing Summer School at Goldsmiths, University of London, UK
- Industrial Field Trip to Japanese Character Design and Animation at Okawa Animation School, Japan

BACHELOR OF ARTS IN CREATIVE MEDIA (BACM)

Major Leader: Dr. Max Hettler

Degree Characteristics

- Crosses the boundaries between different digital media arts practices
- Combines critical study 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 arts installation
- Develops students’ creative thinking and professional competence
- Prepares students for jobs in the media arts fields

BACHELOR OF ARTS AND SCIENCE IN NEW MEDIA (BAS)

Major Leader: Dr. 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 practice
- Offers signature courses in Arts Tech
- Prepares students for jobs in new media arts and creative industries

BACHELOR OF SCIENCE IN CREATIVE MEDIA (BSCCM)

Major Leader: Dr. Kueiing Zhu (SCM), Deputy Major Leader: Dr. Rayson Lao (Department of Computer Science (CSI))

Degree Characteristics

- Delivers interdisciplinary teaching by crossing the boundaries between digital media arts and computer science
- 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

JOINT DEGREE PROGRAMME

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

- Joint Degree Programme in Creative Media and Digital Media for students in the BACM and BAS majors

SINapore Media School 2021

Major Leader: Dr. 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 practice
- Offers signature courses in Arts Tech
- Prepares students for jobs in new media arts and creative industries

BACHELOR OF SCIENCE IN CREATIVE MEDIA (BSCCM)

Major Leader: Dr. Lin Jie (SCM), Deputy Major Leader: Dr. Rayson Lao (Department of Computer Science (CSI))

Degree Characteristics

- Delivers interdisciplinary teaching by crossing the boundaries between digital media arts and computer science
- 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
The School of Creative Media (SCM) at City University of Hong Kong is an international hub for discovery and innovation, where art and technology meet. Recruited 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

ADMISSIONS
For details, please refer to www.admissions.cityu.edu.hk.

JUPAS APPLICATIONS
Under the hybrid admissions model from 2018 entry, 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 four admission codes:

School-based (with an undeclared major)

JS1041 SCM
(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
JS1043 BSc Creative Media
JS1044 BBA New Media

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:

School-based (with an undeclared major)

1041 SCM
(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
1043 or 1460A BSc Creative Media
1044 or 1471A BBA New Media

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ENQUIRY