

Instructions on Portfolio Submission for **Direct International Applicants** of SCM Undergraduate Majors/Degree for 2015 Entry (Last updated: 3 Oct 2014)

1. *What is a Portfolio?*

A portfolio (作品集) is a collection of works for demonstrating an applicant's creativity potential, areas of interest and strength, and suitability for admission to School of Creative Media (SCM).

Portfolio materials may include still photography, paintings/drawings, sculpture, musical composition/performance, films/videos, software, multi-media productions, academic or creative writing, science project or other formats of imaginative activity.

It is very important that the submitted portfolio should be the original work created by the applicant. Plagiarized portfolios will not be reviewed.

Applicants are strongly advised to view the short videos at which teaching staff, students and alumni of SCM as well as local artist shared their experience on preparing creative portfolios (please visit <http://www.scm.cityu.edu.hk/admissions/portfolio/>). One of the videos is particularly for science students who are interested in doing arts, but do not have any ideas on how to prepare portfolio for their admission application.

II. *How Should I Submit my Portfolio?*

International Applicants for Undergraduate Majors/Degree

International Applicants for School of Creative Media (1041), BA in Creative Media (1456), BSc in Creative Media (1468) or BAS in New Media (1471) or

Admission selection for direct international students is conducted on a rolling basis. An international applicant is highly recommended to submit a portfolio in support of his/her admissions application by emailing the portfolio to SCM via portfo@cityu.edu.hk. The portfolio should be emailed within 5 calendar days after submitting the admission application to CityU. The portfolio submitted should comply with the specifications given in Section III below.

International applicants do not include Mainland applicants who apply for School of Creative Media (1041) via the NUEE Scheme. Mainland applicants should refer to the portfolio instructions at <https://admission.scm.cityu.edu.hk/NUEEAttentionPage.pdf>.

III. *What are the Specifications for the Portfolio?*

Specifications of the portfolio to be emailed to SCM are :

1. The portfolio must be submitted in PDF format.
2. Maximum file size allowed for upload is 8 MB. File size exceeding this limitation will be rejected by SCM.
3. The PDF file should contain at most 10 number of A4 size pages, with texts given at font size of 9 point or above. A maximum of 5 hyperlinks are permitted in the PDF file.

4. The given hyperlinks are confined to audio/video files or web design files only. Audio/video contents must be uploaded to on-line video sharing web sites such as YouTube, Vimeo. Image and textual contents should be included in the PDF file. Image size should be adjusted and compressed suitably so that the PDF file for upload will not exceed the allowed maximum file size and page limit.
5. All images pasted in the PDF file should be limited to RGB mode, 72 dpi and in well-compressed jpeg format.
6. Applicants should put their full name, CityU application number and major(s)/degree apply for at the PDF file of their portfolios.
7. Portfolio should be prepared in English. In case your works, e.g. screen play/scripts, story board, video, science project, etc. are produced in non-English languages, you should supplement your portfolio with, whichever appropriate, the English sub-title, caption, abstract, etc. to facilitate the review by SCM.
8. If the submitted portfolio is a group project, you should indicate the number of members involved in the project, the position and percentage of your workload for the project.
9. If the submitted portfolio is your homework, classwork or course assignment, please declare the source by making a remark in your portfolio.

IV. ***What are SCM's Policies on Reviewing Portfolios?***

SCM will review portfolios submitted by international applicants on a rolling basis. Late submission will not be accepted.

SCM reserves the right of NOT to review the followings:

1. Portfolios that are not comply with the specifications set by SCM regarding the way of submission, file format, etc. as mentioned above.
2. Portfolios that cannot be open due to inherited problems of the uploaded files.
3. Contents beyond the first 5 minutes of the hyperlinked audio/video files.
4. Portfolios that have committed plagiarism.

The portfolios collected from applicants will be kept confidential by SCM and strictly used for the purposes in relation to the 2015 Admissions.

V. ***If I am Not Satisfied with my Submitted Portfolio, can I Re-submit Another One through email?***

Yes, you can. But you should within 5 calendar days after your CityU admissions application submission, and your portfolio submission is limited to at most twice. SCM will only review the last portfolio submitted for the admission selection.

- VI. ***How Long will SCM keep my Submitted Portfolio in the On-line System?*** All submitted portfolios will be purged after the completion of the 2015 Admissions Exercise.
- VII. ***What Else should I Need to Know about Portfolio Submission?***
1. To know more about SCM, applicants are advised to visit the School's home page at <http://www.cityu.edu.hk/scm>. The unique experience shared by some of SCM students or alumni through the SCM Top Story Series at <http://www.scm.cityu.edu.hk/news-events/news/> may inspire applicants on preparing their portfolios.
 2. You may prepare your portfolio early and finalize it for submission through email when you confirm your CityU admissions application.
- VIII. ***Who Should I Contact if I Have Further Enquiries?*** Please send your enquiry to portfo@cityu.edu.hk.