

Instructions on Portfolio Submission for MFACM Applicants of 2025 Entry *(Updated on 23 October 2024)*

1. Applicants for Main (Without Stream Specification) and Games Stream of the Master of Fine Arts in Creative Media (MFACM) programme are required to submit a portfolio of creative work with an artist statement to the School of Creative Media (SCM) in support of their applications for admission.
2. 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. 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.
3. Applicants who have applied for Main (Without Stream Specification) and Games Stream of MFACM through the CityUHK online admissions application system should submit their portfolios to SCM through the SCM Online Portfolio Submission System.
 - a. Portfolio Submission Period

Non-local Applicants: 1 Nov 2024 – 7 Apr 2025 (up to 11:59pm Hong Kong time)
Local Applicants: 1 Nov 2024 – 7 Apr 2025 (up to 11:59pm Hong Kong time)

Applicants are highly recommended to submit portfolios as early as possible in order to avoid the peak period near the deadline.
 - b. Log-in the Online Portfolio System
 - i. To log in the System, please go to <http://admission.scm.cityu.edu.hk/mfacm> .
 - ii. Applicants will be required to provide their surname, email address and CityUHK application number for logging in the System. The information given for log-in should be identical to the data provided in the CityUHK Online Admission Application System.

After logging in, read the instructions on portfolio submission. Click the button “*I have read the Instructions on Portfolio Submission and would like to proceed*” for moving on.

c. Declare the Area(s) of Interest

- i. Applicants are required to declare their area(s) of interest (i.e. MFACM Main without specification or Games) by checking the boxes provided.
- ii. Please note that you cannot upload your portfolio if you have not declared your areas of interest or if there is an error in your selection. You can rectify the error by choosing over again.

d. Upload Portfolio

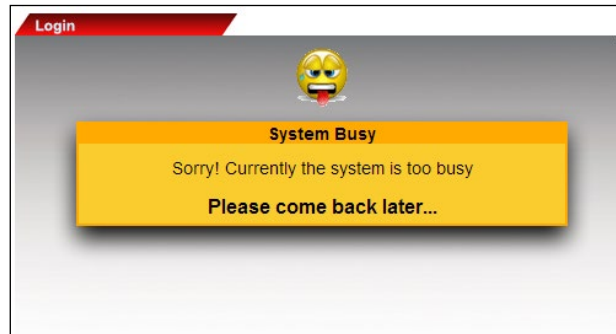
- i. Choose the PDF file from your local device and upload the portfolio.
- ii. Review the uploaded portfolio by clicking the link provided in the System.
- iii. Once the portfolio is uploaded successfully, check the portfolio acknowledgement message from the email account you provided for logging in the Online Portfolio Submission System.

e. Specifications for the File Uploaded to the Online System

- i. The portfolio must be uploaded in PDF format.
- ii. Maximum file size allowed for upload is 15 MB. File size exceeding this limitation will be rejected by the System.
- iii. Applicants should put their full name and CityUHK application number on the first page of the PDF file.
- iv. 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.
- v. The given hyperlinks are confined to audio/video files or web design files only. Audio/video contents must be uploaded to online video sharing web sites, such as YouTube and 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.

- vi. All images pasted in the PDF file should be limited to RGB mode, 72 dpi and in well-compressed jpeg format.
 - vii. Portfolio should be prepared in English. In case the portfolio for submission, e.g. screen play/scripts, story board, video, science project, etc. is produced in Chinese (or use Cantonese for the narration) or any other non-English languages, an applicant should supplement his/her portfolio with, whichever appropriate, English subtitles, caption, abstract, etc. to facilitate the review by SCM.
 - viii. If the submitted portfolio is a group project, the applicant should indicate the number of members involved in the project, his/her role and percentage of his/her workload in the project. The nature and/or the background of the project, e.g. an artwork for competition, a project produced for the company/employer the applicant worked with, should also be specified, if applicable.
- f. Important Points to Note on Using the Online Portfolio System
- i. Applicants should try using the System and get familiar with the portfolio uploading function. Applicants should also allow sufficient time to clear queries with SCM, if any, regarding online portfolio submission before the System closes.
 - ii. The PDF file should be ready for upload before logging in the System. It will avoid time-out due to prolonged usage. For security, log out the System after the file upload.
 - iii. Applicants may re-upload their PDF files while the Online Portfolio System opens. It is a good practice for applicants to keep back-up copy for all versions of their uploaded portfolios. The System will, at any time, retain the latest uploaded portfolio only. The obsolete ones are instantly removed from the System.
 - iv. It is important to ensure that the uploaded file is the correct/most updated one by clicking the link in the System immediately after the upload.
 - v. Acknowledgement of the uploaded portfolio will be sent to the email address the applicant provided at the CityUHK online admissions application system. Upon receiving the acknowledgement, applicants should log in the System again to check if the file kept in the System is correct.
 - vi. In case of extremely heavy usage, particularly shortly before the submission deadline, the System may close temporarily to enable the server to process the

portfolios in the queue. The following notice will be posted at the Log-in Page. Applicants would be able to log in again after the System resumes service. Nevertheless, the closing time for online portfolio submission will remain the same under such circumstances.



Hence, applicants are strongly encouraged to submit their portfolios well in advance of the submission deadline. Be smart to avoid the last minute rush!

g. Portfolio Review

- i. SCM will review portfolios submitted by applicants on a rolling basis.
- ii. SCM reserves the right of NOT reviewing the followings:
 - Portfolios that do not comply with the specifications set by SCM.
 - Portfolios that cannot be opened due to inherited problems of the uploaded files.
 - Contents beyond the first 5 minutes of the hyperlinked audio/video files.
 - Portfolios that have committed plagiarism.
- iii. The portfolios collected from applicants will be kept confidential by SCM and strictly used for the purposes in relation to the 2025 Admissions. All uploaded portfolios will be purged after the completion of the 2025 Admissions Exercise.

h. Enquiry

- Please send email to portfo@cityu.edu.hk or call SCM enquiry phone number at +(852) 3442-8049.

4. If you indicate Human-Computer Interaction Stream as your first choice and the other two paths (i.e. Main (Without Stream Specification) and Games Stream) as your second and third choices, and do not submit a portfolio, but your application is unsuccessful, your

application will not be further reviewed. You will need to, and can only, submit a new application in future if you wish to re-apply for the MFACM programme.