Instructions on Portfolio Submission for Direct Local and JUPAS Applicants of SCM Undergraduate Majors/Degree for 2024 Entry

(Last updated: 13 Sep 2023)

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 the 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 in which teaching staff, students and alumni of SCM as well as local artist shared their experience on preparing creative portfolios. One of the videos is particularly useful 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?***

Local Applicants for SCM Undergraduate Majors/Degree

1. **Direct Local Applicants**

Direct Local Applicants may apply for admission to first-year studies of a degree programme (1041/1042/1043/1044) or admission to major with Advanced Standing (1456A/1468A/1471A). They are highly recommended to submit their portfolios to SCM through the On-line Portfolio Submission System during the specified portfolio submission period.

To log in the System, please go to the link below:
http://admission.scm.cityu.edu.hk/ugdirect/

Applicants should provide their surname, email address and CityU application number for logging in the System. The information given for log-in should be identical to the data provided in the CityU On-line Admission Application System.

If an applicant has applied for more than one majors/degree, he or she is required to submit one portfolio only. The portfolio submitted will be assessed for all the majors/degree the applicant applied for.

2. **JUPAS-HKDSE Applicants**

Under the new hybrid admissions model from 2018 entry, JUPAS-HKDSE applicants may apply for admission to the School of Creative Media (SCM) with an undeclared major (JS1041) or admission to a major (JS1042/JS1043/JS1044). Applicants can choose one or any combination of the four admission codes.

JUPAS-HKDSE applicants who have selected the above major(s)/degree as their **Band A or B choice** are highly recommended to upload their portfolios via the On-line Portfolio Submission System for SCM's consideration during the specified portfolio submission period. JUPAS-HKDSE applicants who have selected the above major(s)/degree as other band choice are also welcome to upload their portfolios through the System.

Applicants should provide their surname, email address and JUPAS application number for logging in the System. The information given for log-in should be identical to the official data kept by JUPAS.

To log in the System, please go to the link below:
http://admission.scm.cityu.edu.hk/hkdse/

If an applicant has applied for more than one programme, he or she is required to submit one portfolio only. The portfolio submitted will be assessed for all the programmes the applicant applied for.

III. ***When will the On-line System be Available for Portfolio Submission?***

The On-line Portfolio Submission System will be available on the following dates for portfolio uploading:

1. Direct Local Applicants applying for admission to first-year studies of a degree programme (1041/1042/1043/1044) or admission to a major with Advanced Standing (1456A/1468A/1471A).

   19-28 January 2024 (close at 11:59pm)

2. JUPAS-HKDSE Applicants applying for admission to the School of Creative Media (SCM) with an undeclared major (JS1041) or admission to a major (JS1042/JS1043/JS1044).

   23 May - 1 June 2024 (close at 11:59pm)

Applicants are highly recommended to submit portfolios as early as possible in order to avoid the peak period near the deadline.

IV. ***What are the Specifications for the Portfolio to be Uploaded to the System?***

The specifications of the file for uploading to the System are:

1. The portfolio must be uploaded in PDF format.
2. Maximum file size allowed for upload is 8 MB. File size exceeding this limitation will be rejected by the System.
3. The PDF file should contain at most 10 number of A4 size pages, with texts given at font size of 11 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 or JUPAS application number and major(s)/degree applied for in 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 Chinese (or use Cantonese for the narration) or any other non-English languages, you should supplement your portfolio with, whichever appropriate, 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.

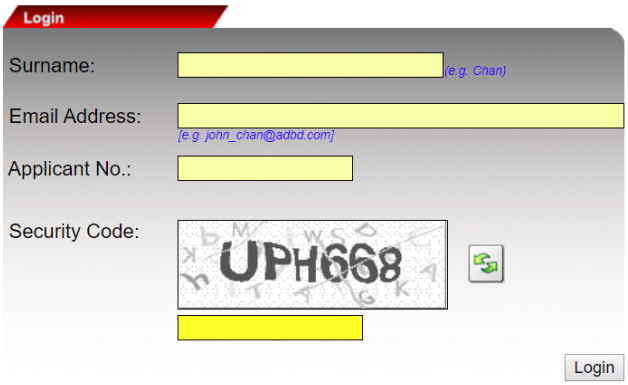
9. If the submitted portfolio is your homework, classwork or course assignment, please declare the source by making a remark in your portfolio.

V. *How to Use the On-line Portfolio Submission System?*

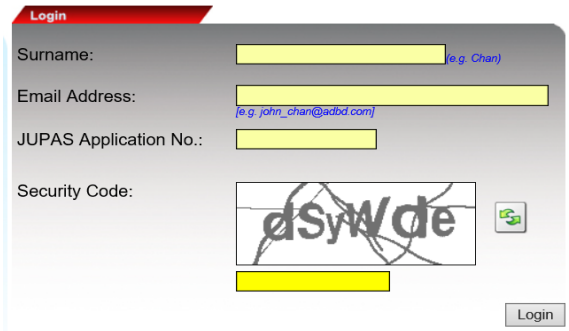
The following quick steps and screen-shots can help you:

1. Login the system – Read the "Notices to Applicants" shown on the left hand side of the login page for more details.

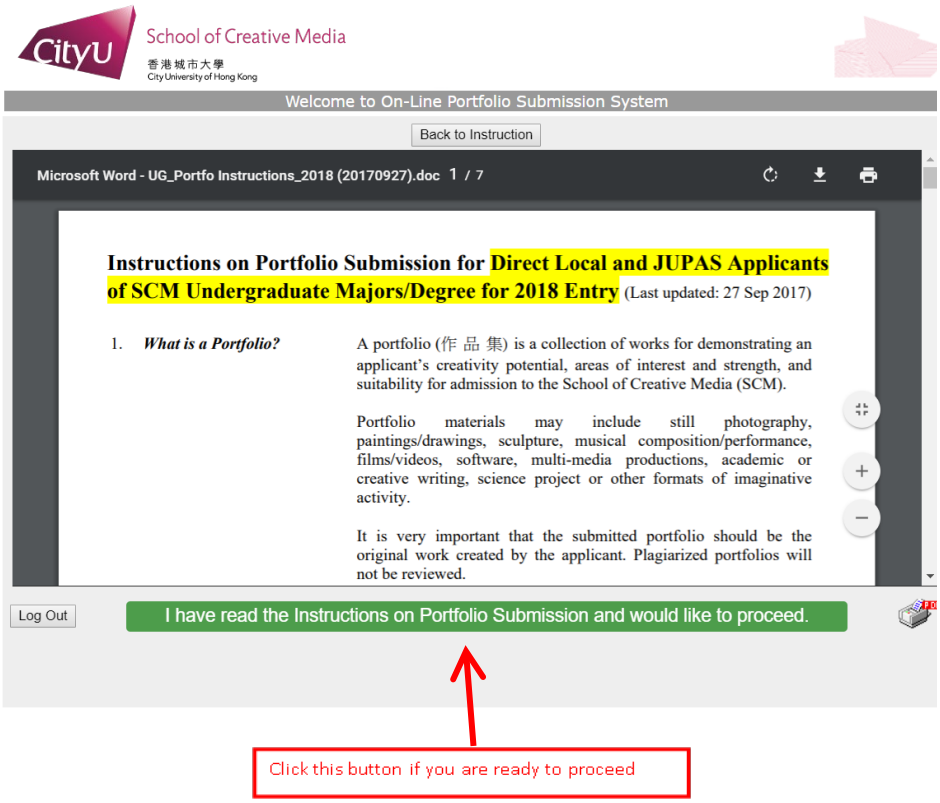
a) For Direct Local Applicants



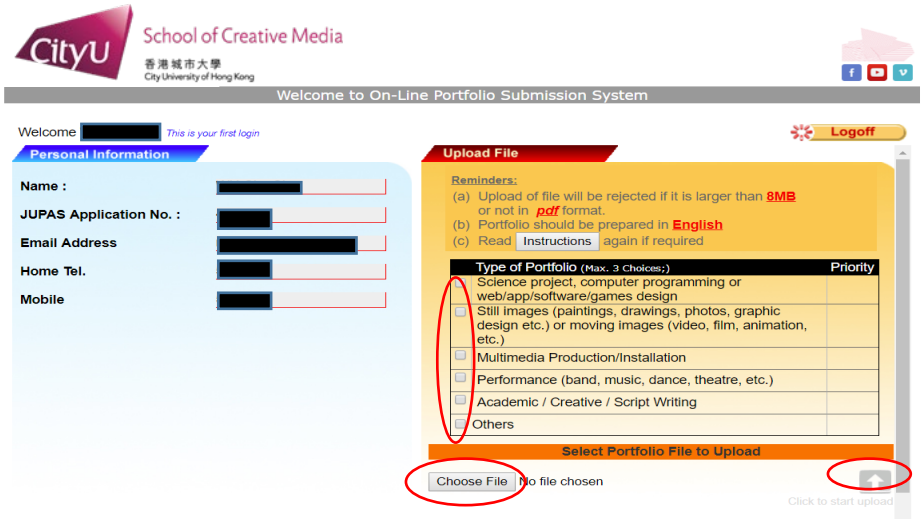
b) For JUPAS-HKDSE Applicants



2. After logging in, read instructions on portfolio submission. Check the button "I have read the Instruction on Portfolio Submission and would like to proceed" for moving on.



3. Declare the type of portfolio you are going to submit.
   - If you submit only one type of portfolio in your PDF file, just check the most appropriate box from the list.
   - If you portfolio file contains assorted types of portfolio, you can check more than 1 box, and up to 3 boxes maximum, from the list.
   - The priority number(s) will be shown in accordance to the sequence of your selection.



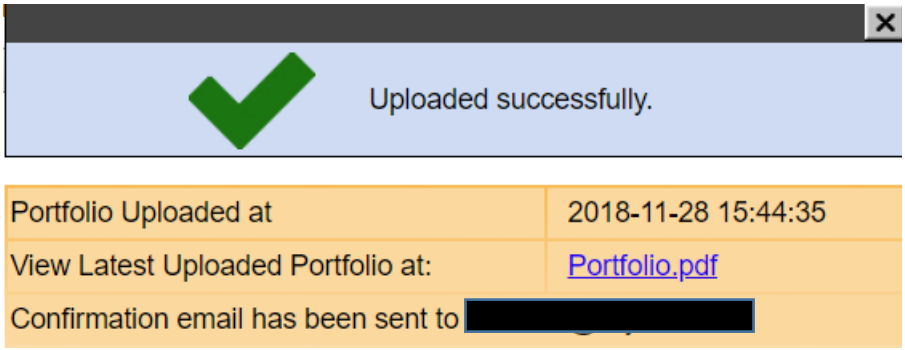
- Please note that you cannot start the portfolio upload if you have error in choosing the type of portfolio. You have to rectify the error by choosing over again. The followings are examples of some easily committed errors:

Chose 2nd priority only	Error: Missed out 1st priority, Please choose.
Chose 2nd & 3rd priority	Error: Missed out 1st priority, Please choose.
Chose 1st & 3rd priority	Error: Missed out 2nd priority, Please choose.
Chose 3rd priority only	Error: Missed out 1st & 2nd priority, Please choose.

- If you later on upload another file that is different from the one you submitted before, remember to choose the type(s) of portfolio over again for best representing your work.

4. Choose your file to be uploaded from your local computer device. Press the upload icon for submission.

5. <u>Click the link and view the uploaded portfolio for ensuring it is the correct file</u>.



6. Check the portfolio acknowledgement message from the email account you provided for login of the On-line Portfolio Submission System.

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

SCM will review portfolios submitted by applicants after the closing dates of the portfolio submission periods. Late submission will not be accepted.

SCM reserves the right of NOT reviewing the followings:

1. Portfolios that do not comply with the specifications set by SCM regarding the way of submission, file format, etc. as mentioned above.
2. Portfolios that cannot be opened 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 2024 Admissions.

VII. ***If I am Not Satisfied with My Submitted Portfolio, can I Re-submit Another One through the System?***

Yes, you can. But you should do it before the specified portfolio submission deadline.

The System will, at any time, retain the latest uploaded portfolio only. The obsolete ones are instantly removed from the System.

Please ensure you have uploaded the correct file by checking the link given in the System after the uploading. It is a good practice to back up all versions of your uploaded portfolio.

VIII. ***I have Applied for SCM Degrees/Majors, but I Can't Log in the System. What Can I Do?***

Check again to make sure the information you provide in the log-in page is correct. You may contact SCM for help, if required, by email to portfo@cityu.edu.hk or by calling SCM's enquiry telephone number at 3442-8049 during office hours before the System closes.

IX. ***Will SCM Consider my Submitted Portfolio if I Re-prioritize JS1041/JS1042/JS1043/JS1044 to Band A or B after Announcement of the HKDSE Results?***

HKDSE applicants who currently select our JUPAS programme(s) (JS1041/JS1042/JS1043/JS1044) as their Band C, D and E choices are welcome to submit portfolios, despite that portfolio submission is not mandatory for them. In the event that they change our JUPAS programme(s) to Band A or B choices after announcement of the HKDSE results, their submitted portfolios will be considered for their latest admissions selection. The On-line Portfolio Submission System will not open again for applicants who change their band choices after announcement of HKDSE results.

X. ***How Long will SCM Keep My Submitted Portfolio***

All uploaded portfolios will be purged after the completion of the 2024 Admissions Exercise.

in the On-line System?

XI. ***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 following videos may provide more information to you about the School:

   - SCM Overview

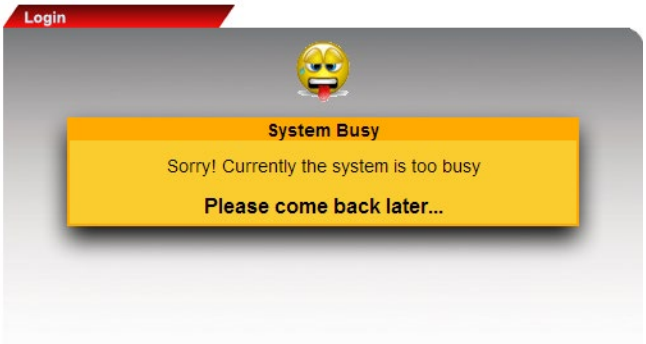
     https://www.scm.cityu.edu.hk/about-scm/school-overview

   - Success Stories of SCM Alumni
     https://www.scm.cityu.edu.hk/alumni-stories

2. Try using the System and get familiar with the portfolio uploading function as soon as it is open. Make sure you have sufficient time to clear any queries with SCM regarding portfolio submission before the System closes.

3. Your portfolio should be ready for upload before you log in the System to avoid time-out due to prolonged usage. For security, you may log in again to check if the uploaded file is correct before the System closes.

4. In case of extremely heavy usage, particularly before the submission deadline, the System may suspend temporarily to enable the server to process the portfolios in the queue. The following notice will be posted at the on-line portfolio submission log-in page. Applicants will be able to log in again after the System resumes service. Nevertheless, the closing time for on-line portfolio submission will remain the same under such circumstances.



   Hence, you are strongly encouraged to **submit your portfolio well in advance of the submission deadline.** Be smart to avoid the last minute rush!

5. Acknowledgement of the uploaded portfolio will be sent to the email address you provided to CityU or JUPAS in relation to your admission application. Upon receiving the acknowledgement, you should log-in the System again to check if the file kept in the System is correct.

XII. ***Whom Should I Contact if I Have Further Enquiries?***

Please send your enquiry to portfo@cityu.edu.hk or call SCM at 3442-8049.