

**School Nominations Direct Admission Scheme (SNDAS)**  
**Programme and Admission Requirements of Designated Programmes**  
**in the 2024/25 Academic Year**

**I. Programme information**

(a)	University	City University of Hong Kong
(b)	Programme	BAS New Media
(c)	JUPAS programme code	JS1044
(d)	Programme duration	4 years

**II. Programme admission requirements**

Admission requirements		
(a)	Top 25 % in class ranking in Secondary 5 and 6 (1 <sup>st</sup> term)	Mandatory
(b)	Predicted grade of Level 3 in English Language of HKDSE Examination	
(c)	Demonstrate strong interest and talents in creative media	
(d)	Received awards/prizes in international / regional / local competitions in creative media or related field	Preferred

**III. Application requirements**

Application requirements		
<b>(a) JUPAS application</b>		
(i)	Band A choice in nominee's JUPAS application	Mandatory
(ii)	Submission of Other Experiences and Achievements in Competition / Activities (OEA)	
(iii)	Submission of Student Learning Profile (SLP)	
<b>(b) Other application materials</b>		
(i)	Portfolios: Specific requirement refers to <a href="https://www.scm.cityu.edu.hk/admissions/undergraduate/jupas">https://www.scm.cityu.edu.hk/admissions/undergraduate/jupas</a> for details	Mandatory
(ii)	Personal statement	
(iii)	Recommendation letter	
(iv)	School report / result / assessment of F.4-F.6 (up to the first term)	
(v)	School's assessment on the predicted HKDSE grades	

#### IV. Assessment of application

Assessment		
(a)	Interview	Mandatory

#### V. Enquiry and nomination submission channel

(a) Enquiries from schools / students on the programme can be addressed to:

Name: School of Creative Media

Telephone: 3442 8049

Email: smgo@cityu.edu.hk

(b) Nominations from school principals should be submitted via:

Online system (URL link: <https://www.cityu.edu.hk/admo/admissions/jupas-admission#sidebar-title-9>)