

School Nominations Direct Admission Scheme (SNDAS)
Programme and Admission Requirements of Designated Programmes
in the 2026/27 Academic Year

I. Programme information

(a)	University	City University of Hong Kong
(b)	Programme	Creative Media (Majors: BA Creative Media / BSc Creative Media / BAS New Media)
(c)	JUPAS programme code	JS1041
(d)	Programme duration	4 years

II. Programme admission requirements

Admission requirements		
(a)	Top 25 % in class ranking in Secondary 5 and 6 (1 st 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		
(a) JUPAS application		
(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) Other application materials		
(i)	Portfolios (Specific requirement refers to https://admission.scm.cityu.edu.hk/ApplicantInstruction/UGApplicantAttentionPage.pdf for details)	Mandatory
(ii)	Personal statement	
(iii)	Recommendation letter	
(iv)	School report / result / assessment (Specific requirement: 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 under Special Consideration / Admission Schemes

(URL link: <https://www.cityu.edu.hk/admo/admissions/jupas-admission>)