

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

I. Programme information

(a)	University	The University of Hong Kong
(b)	Programme	Bachelor of Journalism, Media and Artificial Intelligence
(c)	JUPAS programme code	JS6822
(d)	Programme duration	4 years

II. Programme admission requirements

Admission requirements		
(a)	Predicted grade of level 5 or above in English Language of HKDSE Examination	Preferred
(b)	Nominees should have contribution to school or the community.	
(c)	Nominees should have other experiences and achievements in competitions / activities (OEA).	
(d)	Nominees should have other learning experiences (OLE).	

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)	Preferred
(iii)	Submission of Student Learning Profile (SLP)	
(iv)	Submission of Other Learning Experiences under SLP	
(b) Other application materials		
(i)	Nominees should submit their school reports from Secondary 4 up to the latest term in Secondary 6.	Mandatory
(ii)	School’s assessment on the predicted HKDSE grades	
(iii)	Narrated slide-show (no more than 5 minutes long): Nominees should submit a narrated slide-show via any video-sharing site (i.e. YouTube) with at least ten photographs of their favourite place / location in Hong Kong. The narration should be in English and in the nominees’ own voice, and should describe what the place / location means to them and why they like it.	

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:

Website: <https://admissions.hku.hk/contact-us>

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

Online system (URL link: <https://admissions.hku.hk/sndas>)