

BA DIGITAL MEDIA ARTS ADMISSIONS: INTERNATIONAL & HONG KONG, MACAU AND TAIWAN STUDENTS

Dear Prospective student,

You are warmly welcomed to the BA Digital Media Arts Programme offered in XJTLU. We fully understand and appreciate your passion in this subject area. That passion resonates with our mission and dedication to build this programme as one of the best places to study Digital Media Arts!

We would like to make sure that you will benefit the most from what we can provide. So, there will be some expectations from us as well before you join our programme. They are specified below:

The BA Digital Media Arts programme at XJTLU is an ambitious programme that focuses and reflects the demands and challenges faced by professional digital media artists. Digital Media Arts is a disciplinary that requires an exceptional mix of competencies in various aspects, including creative potentials, visualisation skills, aesthetic senses, as well as the ability to develop and communicate complex ideas professionally. We also aim to nurture graduates that are self-motivated and great in working both independently and in a team. To help both you and us to make the best decision for your learning experience in XJTLU, we need your to undertake a purposeful admission procedures.

The Digital Media Arts Admission Process at XJTLU requires students to present evidence of their creative abilities and their commitment to Digital Media Arts. Our process will assess your suitability and talent to study Digital Media Arts, and allow you to make a well-informed choice of your field of study and future career path. Students will be admitted to the Digital Media Arts programme based on their performance in all parts of the admission process, including a one minute video of self-introduction, a portfolio, a written piece of 100 words motivation letter and an interview to be conducted either in person or online. The interview will last 7-8 minutes to understand your interests, knowledge, talents, expected career roles... etc.

For the **portfolio**, we would like you to submit **one** of the following artefacts:

- 1 5 photographs that reflect a theme of your choice.
- 2 1~3 minute video that tells a story about the things you value or genuinely care.
- 3 A short animation piece that you might have made in your own time and could talk about during the interview
- 4 3 to 5 Drawings/ Sketches/ Paintings that you have done that reveal your creative potential.
- 5 A piece of creative writing (by which we mean short story, a poem, or even the chapter of a novel) that you have produced – no word limit, but please keep it fairly short. If this is in a language that is not English, you have to translate it.
- 6 Music/ song that you have composed – 3 mins
- 7 Any other creative media artefact that demonstrates your creativity