

BA DIGITAL MEDIA ARTS ADMISSIONS: INTERNATIONAL & HONG KONG, MACAU AND TAIWAN STUDENTS (AY2024/2025)

Dear Prospective Student

You are warmly welcomed to BA Digital Media Arts at XJTLU. We fully understand and appreciate your passion for this subject. Your passion resonates with our mission and dedication to building this programme as one of the very best places to study Digital Media Arts.

It is important to us that we make sure that you will get the maximum benefit from this programme, and therefore we do everything we can to ensure that this programme is a correct fit for you.

BA Digital Arts Media at XJTLU is an ambitious programme and focuses on and reflects the demands and challenges faced by professional digital media artists. Digital Media Arts is a discipline that requires an exceptional mix of competencies including creative potential, visualisation skills, and aesthetic senses, as well as the ability to develop and communicate complex ideas in a professional manner. We aim to nurture graduates who are self-motivated and able to work well both independently and as members of a team. To help ensure that we are all making the best decision for your academic future, we have some specialised admissions procedures.

The BA Digital Media Arts admissions process at XJTLU requires applicants to present evidence of their creative abilities and their commitment to the subject. This process assesses your suitability to successfully study Digital Media Arts, and allows you to make a well-informed choice of field of study and future career path.

Students are admitted to the programme based upon their performance in all parts of the admissions process. You need to complete the following:

1. Submit a one-minute video in which you introduce yourself;
2. Submit a portfolio of art (see below);
3. Send a motivation letter (see below);
4. Join us for a brief interview (see below).

The portfolio:

Submit **one** of the following:

- 5 photographs that reflect a theme of your choice
- 1-3 minute video that tells a story about something you value or genuinely care about
- A short animation piece that you might have made in your own time and can talk about during the interview
- 3 to 5 drawings / sketches / paintings that you have done that reveal your creative potential
- An interest on web design that you can demonstrate through 3 to 5 web pages that you have produced
- A piece of music or a song that you have composed (3 minutes)
- Any other creative media item that demonstrates your creativity

The motivation letter:

This must tell us why you want to study Digital Media Arts and what impact you believe it will have on your future life and career. Try to convey to us your passion for studying this programme. Write 100 to 130 words. (This letter is in addition to the personal statement you made at the initial application stage.)

The interview:

This will last approximately 8 minutes and will take place either in person or online. We will discuss your interests, knowledge, talents and your future career aspirations.