

傳理學院 互動媒體系 SCHOOL OF COMMUNICATION DEPARTMENT OF INTERACTIVE MEDIA COMMUNICATION STUDIES 2026 ENTRY 新聞系 JOURNALISM 唯真為善 TRUTH IS VIRTUE

Bachelor of Communication (Hons) (Journalism and Digital Media / Public Relations and Advertising)

傳理學學士(榮譽) (新聞與數碼媒體/公關及廣告)

JS2310

Broad-based admission 聯合收生制

Bachelor of Communication (Hons) in Game Design and Animation Major

傳理學學士(榮譽) – 遊戲設計與動畫主修

JS2370

Programme-based admission 獨立收生制

Founded in 1968, the **School of Communication at HKBU** is one of the top communication schools in Asia with a full range of programmes at undergraduate and postgraduate levels. The School consists of the Department of Communication Studies, the Department of Interactive Media, and the Department of Journalism.

The **Bachelor of Communication (Hons)** programme offers a diverse array of avenues for students to explore the exciting field of communication in the AI and digital age, preparing them for careers in the media and creative industries, as well as for postgraduate studies.

香港浸會大學傳理學院創立於1968年，是亞洲頂尖傳播學院之一，提供全面的本科、碩士和博士學位課程。學院下設傳播系、互動媒體系和新聞系。

傳理學學士(榮譽)學位課程提供多種探索人工智能和數碼時代之下傳播領域精萃的途徑，為學生畢業後投身媒體及創意產業，以及深造研究做好準備。

BACHELOR OF COMMUNICATION (HONS) (JOURNALISM AND DIGITAL MEDIA / PUBLIC RELATIONS AND ADVERTISING) [JS2310]

The programme offers two Majors: **Journalism & Digital Media (JOUR)** and **Public Relations & Advertising (PRA)**. Students opt for their Majors in the late first semester of the first academic year.

How to enter the preferred Major?

Scan the QR code for details.
* For the 2024 intake, 100% of students were admitted to their preferred Majors.

JS2310



Entrance Requirements 入學要求

JUPAS Applicants 聯招生

Subject 學科		Minimum Level 最低級別
Chinese Language 中國語文		3
English Language 英國語文		3
Mathematics 數學		2
Citizenship and Social Development 公民與社會發展	Attained 達標	
1st Elective 第一選修科		3
2nd Elective 第二選修科		3

Subject Weights 科目比重		
Category A 甲類		
Chinese Language 中國語文		x 1.25
English Language 英國語文		x 1.25
Other subjects 其他科目		x 1.0
Category B & C 乙類及丙類		

*Please visit the programme website for details.

- The programme considers the best 5 HKDSE subjects, including Chinese Language and English Language in admission score calculation. 以最佳五科成績(包括中國語文和英國語文)作入學計分方法。
- High choice banding in JUPAS application is preferred. 將本課程置於較前的選擇組別, 可獲優先考慮。



Internships 實習機會



JOUR Major
Offered by
Department of Journalism
新聞系
<https://jour.hkbu.edu.hk/>

PRA Major
Offered by
Department of Communication Studies
傳播系
<https://coms.hkbu.edu.hk/>

BACHELOR OF COMMUNICATION (HONS) IN GAME DESIGN AND ANIMATION MAJOR [JS2370]

The **Game Design and Animation (GDA)** Major provides a holistic education that blends media arts theory and practice, with a focus on game design and digital animation. The programme prepares students for a wide range of career opportunities in digital entertainment, arts, and culture, and provides the foundational knowledge for advanced study. Core courses include life drawing, animation principles, visual storytelling, programming, mathematical concepts of computer graphics, generative AI, and the social, cultural, and historical studies of the medium. In their senior years, students can specialize in either the Advanced Game Design or Advanced Animation stream, which culminates in an in-depth honors project in their final year.

JS2370



Entrance Requirements 入學要求

JUPAS Applicants 聯招生

Subject 學科		Minimum Level 最低級別
Chinese Language 中國語文		3
English Language 英國語文		3
Mathematics 數學		2
Citizenship and Social Development 公民與社會發展	Attained 達標	
1st Elective 第一選修科		3
2nd Elective 第二選修科		3

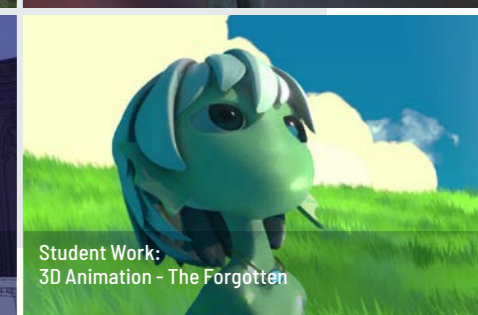
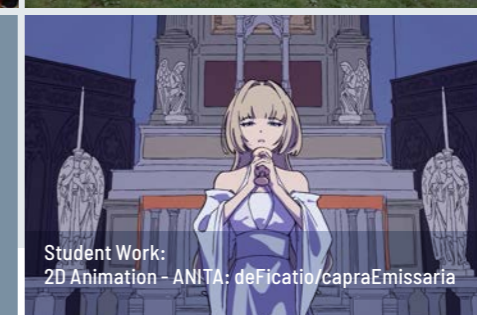
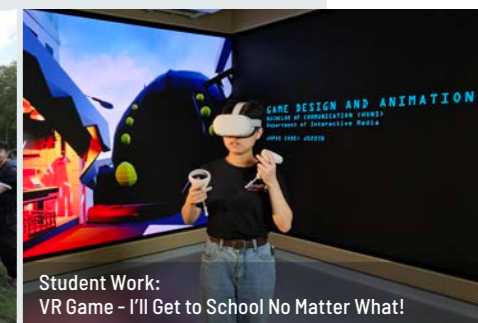
Subject Weights 科目比重		
Category A 甲類		
English Language 英國語文		x 1.25
Mathematics 數學		x 1.1
Visual Arts 視藝		x 1.15
Other subjects 其他科目		x 1.0
Category B & C 乙類及丙類		

*Please visit the programme website for details.

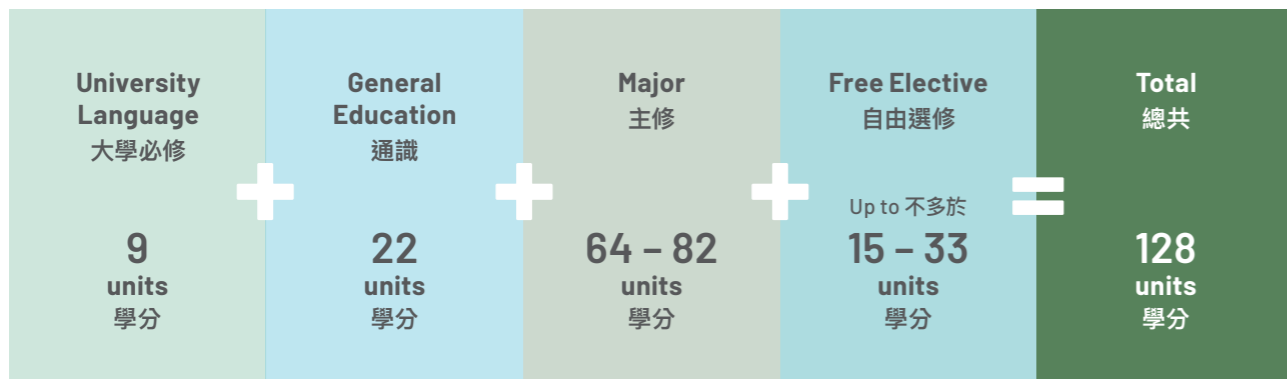
Portfolio and Interview

Potential candidates will be invited for interviews. Each candidate is required to present a letter of intent and a digital portfolio. The letter of intent should state clearly, under 200 words, the candidate's reason to apply for the programme and his/her career goals for the future. The digital portfolio should demonstrate the candidate's creativity, visual and design literacy, and potentials in game design and/or animation.

Submission Guidelines



COURSE STRUCTURE



Scholarship Opportunities

The School of Communication offers more than 20 scholarships, including admission scholarships, to students who excel in academic achievement.

School of Communication Scholarships



Find Out More

- Application Procedures & Admission Requirements <https://admissions.hkbu.edu.hk/>
- HKBU Scholarships & Financial Aids <https://sa.hkbu.edu.hk/sfa/>
- Student Support & Accommodation <https://sa.hkbu.edu.hk/>

Double Degree Programme with Overseas University 與海外大學合辦雙學位課程



The School of Communication offers a double degree undergraduate programme with the University of Queensland in Australia (UQ). This full-time programme takes four years to complete. Selected students will study at both HKBU and UQ, graduating with double degree qualifications.

傳理學院與澳洲昆士蘭大學合作開辦雙學位本科課程，為四年全日制課程。獲選的學生將分別於香港浸會大學及昆士蘭大學上課，畢業時取得雙學位資格。

Scan to learn more
請掃描QR code
了解更多詳情



* Open for applications from students majoring in Journalism and Digital Media/Public Relations and Advertising.
供主修新聞與數碼媒體/公關及廣告的學生報名申請

Clarice Wu Journalism graduate, Class of 2023

"I participated in the double degree programme with the University of Queensland, and the experience of studying abroad was truly rewarding. This programme allowed me to surpass my limits and realize my potential as a journalism student. The comprehensive set of skills I acquired during the programme has equipped me to excel as a journalist. Studying journalism overseas exposed me to diverse styles of journalistic writing, broadening my horizons."



The School has more than 45 student exchange partners from all over the world. Students going on exchange and study tours can receive financial support.

- AUSTRALIA
- AUSTRIA
- BELGIUM
- CAMBODIA
- CANADA
- CROATIA
- CZECH REPUBLIC
- DUBAI
- DENMARK
- ESTONIA
- FINLAND
- FRANCE
- GERMANY
- HUNGARY
- INDIA
- ISRAEL

- ITALY
- JAPAN
- MYANMAR
- NORTH KOREA
- NORWAY
- RUSSIA
- RWANDA
- SINGAPORE
- SOUTH AFRICA
- SOUTH KOREA
- SPAIN
- SWEDEN
- TAIWAN
- THE NETHERLANDS
- TURKEY
- UNITED KINGDOM
- UNITED STATES

Exchange Scholarships and Sponsorships



OVERSEAS LEARNING OPPORTUNITIES

Where To Go





Practicums and Student Groups

Journalism students run experimental newspapers and news channels as reporters and editors.

The Young Reporter  <https://tyr-jour.hkbu.edu.hk/>



San Po Yan (新報人)  <https://spyan-jour.hkbu.edu.hk/>



The Young Agency, run by students of the Public Relations and Advertising Major, operates a communication agency to offer professional services to clients.

 @TYAofficial

 @hkbutya



The MediArtist, a student group of Game Design and Animation Major, hosts guest talks, screenings, workshops, and more to connect students with industry professionals and fellow creatives.

 @hkbuamagda_mediartist

GLOBAL EXPOSURE

Winona Cheung
Journalism student

In the summer of 2023, Winona attended the Salzburg Academy on Media and Global Change in Austria, where participants and faculty came from diverse backgrounds including Argentina, Austria, Hong Kong, India, Japan, Lebanon, South Korea, the UK, the USA, and many others. The theme of the programme was "Imagining Inclusive and Equitable Futures".

"Joining the Salzburg Media Academy was undeniably one of the most memorable experiences of my life. It was truly incredible to meet friends from around the globe and participate in a wide range of active and valuable workshops. The learning environment was completely different from what I was accustomed to in Hong Kong, it was truly enjoyable. The motivation I derived from my peers has inspired me to strive for the same level of attentiveness as a student at my own university. While I may not label it as a life-altering experience, I am grateful for the opportunity to immerse myself in the world and foster personal growth."

One particularly remarkable activity during the event was the Human Library. Although I was not a 'book' myself, as a reader, I gained a profound understanding of the life experiences of my peers and faculty members, leading to meaningful conversations and valuable insights. I genuinely hope that the friendships I have forged and the knowledge I have acquired during this event will endure the test of time. I eagerly look forward to applying the insights and skills gained from this experience in my further studies and future career pursuits."



AT #HKBUCOMM, LEARNING KNOWS NO BOUNDARIES

The School of Communication encourages students to apply concepts and principles taught in class to real-life situations through innovative approaches and thoughtfully planned activities.

Where Creativity Meets the World: PRA Students at Cannes Lions

In the world of strategic communication, bold ideas and meaningful messages make all the difference. The Department of Communication Studies empowers students to shape communication that connects, influences, and inspires through creativity, innovative thinking, and global exposure.

Public Relations and Advertising students explore communication across diverse contexts, from local campaigns to international platforms. A standout example of this global engagement was the study trip to the Cannes Lions International Festival of Creativity 2025, the world's largest and most prestigious gathering of creative professionals. As the first academic programme from Hong Kong to be represented at the festival, students gained firsthand insights into emerging trends and industry innovations.

During the week-long experience in France, students attended the PR Lions Awards ceremony, where they explored LVMH's signature branding framework,

learned about YouTube's content evolution, analysed TikTok's approach to trend analysis, and discovered Xiaohongshu's community-driven strategy.

They also gained insights from creative leaders at global powerhouses such as Apple, Meta, McDonald's, P&G, Edelman, and Dentsu, and exchanged ideas with inspiring million-follower content creators from around the world. Among the group, one student participated in a workshop focused on diversity, equity, and inclusion (DEI), collaborating with industry professionals from Chile, Spain, Japan, and beyond.

This immersive experience gave students a front-row seat to the global creative industry, broadening their perspectives and deepening their understanding of global communication trends. It brought classroom learning to life on the world stage. They did not just observe. They participated, questioned, connected and created.



Experience the study trip through the eyes of our PRA students. Scan the QR code to watch their recap videos and relive the highlights.



Journalism in Action: Learning by Doing

At the School of Communication, we believe the best way to learn journalism is to do journalism.

That is why the Department of Journalism places practice at the core of its curriculum. Journalism students do not just study reporting. They live it. In addition to practicums and internships, they step into real-world environments, uncover stories, and produce journalism under deadline pressure through overseas reporting trips.

These trips are far more than fieldwork. From gathering news on the ground to crafting multimedia features, students gain hands-on experience that simply cannot be replicated in a classroom. They return not only with stronger skills, but with sharper instincts, broader perspectives, and stories worth telling.

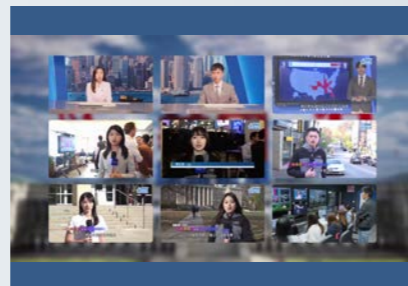
These are transformative journeys that build confidence, strengthen team spirit, deepen global awareness, and refine the craft of journalism.

REPORTING TRIPS



Expo 2025 Osaka

2024 US Presidential Election



2024 Taiwan Elections



Explore the Stories from Our Global Reporting Trips



San Po Yan 新報人



Broadcast News Network 廣播新聞網



The Young Reporter



The Young Financial Post 新報人財經

STUDENT-INITIATED INDEPENDENT STUDY TRIPS



2025 South Korea Presidential Election

Reporting from the Savannah: Inside South Africa's Wildlife Protection

Dake Liu
Journalism student

"Hakuna Matata, a warm hello from the African savannah!"

Visiting the African savannah had always been a dream of mine, so when our Department of Journalism launched this reporting opportunity, I immediately chose Africa as my destination. Our trip coincided with the Great Migration, a period when poaching activity tends to spike due to increased wildlife movement.

Our team spent 11 days in South Africa in August 2025 on an independent study trip focused on wildlife conservation and the escalating issue of rhino poaching in Kruger National Park. Throughout the trip, we were based in and around Kruger National Park, including several private wildlife reserves.

To gain deeper insight into the challenges surrounding wildlife protection and anti-poaching efforts, we interviewed a range of stakeholders involved in wildlife conservation and eco-tourism. These included a safari tour operator, a conservation-focused lodge, a wildlife education camp, NGOs such as the Black Mambas, an all-female anti-poaching unit, and a rehabilitation centre.

Many of these groups work closely together, supporting one another in the fight against poaching and through community outreach programmes. Their insights deepened our understanding of the complex realities surrounding wildlife conservation in South Africa."



News Stories



Photo Essays



AI-Powered Journalism Practicum

To future-proof journalism education, the Department of Journalism placed significant emphasis on integrating Artificial Intelligence (AI) into its practicum. One notable initiative is *The Young Financial Post*, run by Financial Journalism students, which published a spotlight edition titled "AI-Powered Special Issue: Exploring Tomorrow's Financial Journalism." All students were encouraged to explore how AI could be used throughout the news production process. They were also required to write a reflection report after completing each story to better understand the importance of using AI responsibly. Journalism students also applied AI tools to assist in their coverage of The Chief Executive's 2025 Policy Address.



Interactive Media Students Showcase Original Works at Hong Kong International Licensing Show



Students from the Department of Interactive Media participated in the inaugural “Hong Kong Licensing Force” at the Hong Kong International Licensing Show 2025, where they showcased their creative talents. Organised by the Hong Kong Trade Development Council, the event featured over 600 international and local brands and intellectual properties (IPs) across sectors including animation, arts and culture, fashion, and entertainment. It is widely regarded as Asia’s flagship licensing event. Four student teams presented original animation and game projects through diverse media applications, including virtual reality (VR), augmented reality (AR), holographic projection, physical character models, and character-themed merchandise. In addition, three students exhibited



eye-catching character design posters that introduced fresh visual narratives.

This valuable experience not only allowed students to engage directly with industry representatives from around the world, but also offered insights into the day-to-day operations and commercial negotiation practices of the creative sector. It also strengthened students’ understanding of the importance of copyright and intellectual property in the industry.

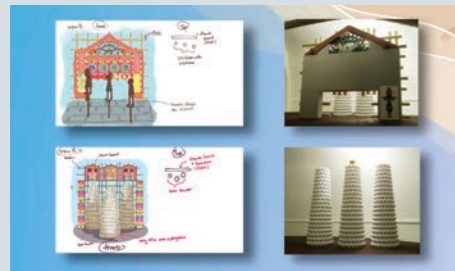
This marks the second appearance of Interactive Media students at the Hong Kong International Licensing Show, reflecting the Department’s dedication to cultivating a new generation of versatile professionals equipped with both innovative thinking and practical industry skills.



Animation Students at HK International Licensing Show 2025

Fusing Art-Tech & Culture: Animation Students from HK and UK Unleash Creativity in Virtual Collaboration

Animation students from the Department of Interactive Media and Teesside University in the UK joined forces for a virtual project titled “Collaborative World Building”. Their innovative work involves creating an immersive VR game that explores the fusion of art, technology, and culture. This project was showcased at the ANIMEX International Festival of Animation, VFX and Games in the UK in November 2023. The project began in the summer of 2023 at HKBU, where the students utilized 3D animation software and Epic Game Unreal Engine to develop the game prototype. Leveraging real-time rendering and virtual production technologies, they continued the collaboration online transcending geographical boundaries even the UK students returned home. The game focused on food culture and folklore of both places, highlighting its transcultural nature.



Students Sharing



INDUSTRY AND COMMUNITY ENGAGEMENT

Real Feedback, Real Growth: Students Present to Ogilvy’s Creative Elite

Advertising and Branding students participated in Portfolio Night held at Ogilvy Hong Kong, where our emerging talents showcased their creative work to the agency’s senior leadership team, including Creative Directors and the Chief Creative Officer of Ogilvy Mather.

The session provided students with direct, constructive feedback from seasoned professionals and opened doors to valuable networking and potential career pathways. Portfolio Night offers a dynamic platform for our students to engage with industry leaders, gain practical insights into professional standards, and present their work in a high-impact, real-world setting.

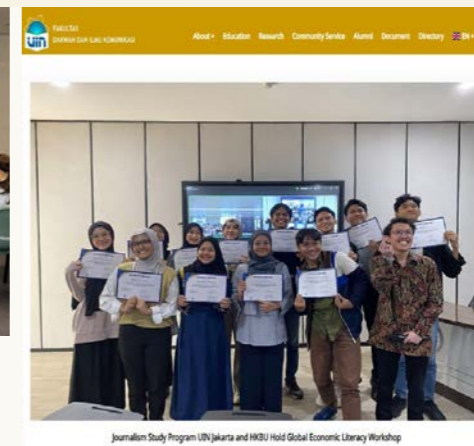


Ogilvy, one of the world’s most iconic creative agencies, is renowned for its global influence across advertising, branding, and communications. The opportunity to connect with such a distinguished team adds meaningful depth to our students’ professional development.



From GDP to Dialogue: A Global Journalism Classroom

Journalism students joined their peers from Indonesia in a virtual classroom for an enriching cross-cultural initiative on “International Economic and Financial Data Literacy and Reporting.” Through interactive exercises such as video content, discussion forums, and data evaluation, they explored key economic indicators including GDP, inflation, and unemployment.



Working in culturally diverse groups, students sharpened their critical thinking, assessed source credibility, and gained a deeper understanding of global economic contexts. This collaborative experience not only enhanced their financial literacy and intercultural communication skills, but also promoted meaningful cross-cultural dialogue through technology and shared inquiry.

Develop Cultural Empathy Through AI-Enhanced Facial Animation

In the service-learning project “An Inclusive World of Emotions”, animation students collaborated with ethnic minority youths to gain deeper insight into their lived experiences and emotional perspectives. Using 3D facial scans and AI tools, they created animated characters that capture authentic expressions and personal stories, providing a closer look at the challenges these communities face.

Partnering with Islamic Kasim Tuet Memorial College and the charity TREATS, the project extended learning beyond the classroom. Students conducted face-to-face interviews, gathering stories and emotional cues that were later transformed into facial animations capable of simulating human

expressions. This process enabled them to connect more meaningfully with their peers and appreciate diverse viewpoints.

The initiative helped students develop practical skills in animation and digital storytelling, while also encouraging thoughtful reflection on cultural identity, emotional nuance, and social inclusion. By translating real conversations into expressive digital monologues, students explored how technology can foster empathy and understanding across cultural boundaries.

Project Video



PR student-driven book: “走訪慈山” showcases Tsz Shan Monastery’s mission

Students who took the course Public Relations Writing conducted interviews with the masters, students, volunteers as well as staff at Tsz Shan Monastery (慈山寺), a modern-day Chinese Buddhist monastery in HK. They compiled a collection of creative work into a book titled “走訪慈山” (Discovering the Heart of Tsz Shan), which details the mission and core services of the monastery. Written in a lively style, the book also calls upon readers to practise mindfulness, compassion and self-awareness. The project provided an opportunity for students to write from their own perspectives, apply public relations writing skills, and storytelling techniques to real-life scenarios.



Learn More



Tik-Tac-Tik-Tac:
Echoes of Time Trailer



Animation students develop interactive AR exhibition for Central Market

In Hong Kong, time-honored shops are often hidden gems that have served as witnesses to the lives and stories of people over the years, becoming an integral part of our cultural landscape.

In its first-ever collaboration with the Central Market, one of Hong Kong’s oldest wet markets and an architectural landmark that has under-gone contemporary revitalization, sixteen students from the Department of Interactive Media were afforded the opportunity to narrate the tales of traditional shops in this historic venue. They accomplished this by creating animated and interactive works with the use of Augmented Reality (AR) and other technologies.

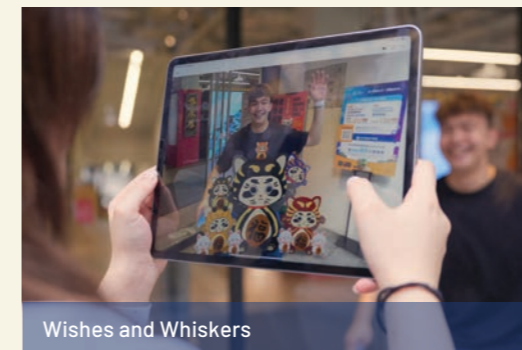
Drawing inspiration from the shops’ stories, the students then applied AR technology to develop location-specific exhibits. Their creations were



Candy Remembrance

showcased in an exhibition titled “Tik-Tac-Tik-Tac: Echoes of Time” at the Central Market, promoting Hong Kong’s culture to the public. Through experiential learning, students deepened their comprehension of Hong Kong’s culture and history. The partnership with the Central Market further enhances students’ educational journey, while giving them the opportunity to engage with the community.

Integrating history, culture, art, and technology, the interactive exhibition provided visitors with an engaging experience. To explore the virtual exhibits, visitors used the “Tik-Tac” Watch and pointed their smartphone cameras at the watch face to enjoy the creative content. In addition, visitors visited different locations at the Market, scanned the QR codes on the exhibition guide, and experienced the integration of the virtual world and reality, as well as participated in interactive games.



Wishes and Whiskers



The Collector

Learn More



STUDENT ACHIEVEMENTS

Journalism Students Sweep Awards Across News Competitions

Journalism students have achieved remarkable success across three major news competitions, earning more than 15 awards in recognition of their excellence in reporting, storytelling, and multimedia production. The awards were presented by the 2024 Campus News Awards hosted by *China Daily Hong Kong Edition*; the 24th Consumer Rights Reporting Awards organised by the Consumer Council; and the Yahoo! Hong Kong Student Journalist Award 2023-2024.

Among the recognitions were top honors such as the Winner titles in the Best in Business News Reporting (English) and Best in Data Journalism (English) categories from the Campus News Awards. Students also received the Silver and Bronze Awards in the Tertiary Student Journalism Award category from the Consumer Rights Reporting Awards. From the Yahoo! Hong Kong competition, they were awarded the Outstanding News Report



Award – Environmental Protection, Social Responsibility, Corporate Governance (ESG) and the Outstanding News Report Award – Diversity & Inclusion (D&I).

These achievements reflect the students' dedication to producing high-quality and thoughtful journalism. Their efforts have been duly recognized, serving as a testament to their talent and commitment to the craft. The accomplishments also highlight HKBU's strength in journalism education. All the award-winning works were published on two major news platforms managed by the Journalism students: *San Po Yan* and *The Young Reporter*.



Animation Students Crowned Champions of Disney Imaginations Hong Kong Design Competition 2025

Animation students Jordan Lau and Leo Wong teamed up with two peers from other universities to win the championship at the "Disney Imaginations Hong Kong Design Competition 2025," organised by Hong Kong Disneyland Resort. Their team, named E13, triumphed over hundreds of competitors from institutions across Hong Kong, the Greater Bay Area, and overseas, including the University of Toronto and Goldsmiths, University of London.

The competition's hypothetical challenge envisioned life in the year 2124, tasking participants with designing an engaging and educational experience to share Planet Earth's solutions to different issues with a wider audience.

Team E13 designed a conceptual spaceship that combines anti-gravity engines with clean energy. The design serves not only as an animal conservation centre but also as a hotel that simulates animal and ecological environments, providing people with a unique experience.

Their visionary project that combined creativity with immersive storytelling earned them the top prize: a cash prize, an exclusive trip to another Disney park, and a three-month hands-on work experience at Walt Disney Imagineering Hong Kong. The competition saw over 640 participants from institutions around the world forming nearly 200 teams, with only eight teams entering the finals.

Double Honours: Two Communication Students Recognised as Outstanding Talented University Students

Two standout students from the School of Communication were named awardees of the "優才大學生選舉2024" (Outstanding Talented University Student Election), organised by RTHK Putonghua Channel. Journalism student Zhao Runtong and Public Relations and Advertising student Yang Sihan were recognised for their outstanding academic achievements, leadership potential, and meaningful contributions to campus and community life.

The election honours non-local Chinese-speaking university students who excel across multiple dimensions, including academic performance, creative thinking, public service, and civic engagement. Their selection not only reflects their individual excellence, but also underscores the broad strengths and civic-minded values that define our student community.



PRA Students Shine at Top Advertising Competitions

Public Relations and Advertising students showcased outstanding creativity and strategic thinking, earning industry recognition at prestigious advertising competitions.

One team won First Prize at the 23rd Shanghai International College Students Advertising Festival, impressing judges with their innovative concept and execution. Their project focused on designing a culturally enriched gift for foreign tourists visiting China under the 144-hour visa-free transit policy. The Festival, hosted by Shanghai University, the Shanghai Advertising Association, and Branding China Group, is a renowned platform that brings together aspiring communicators from universities across the world.

Meanwhile, another team received a Merit Award at the HK4As Students' Award 2024, part of the annual Kam Fan Awards organised by the Association of Accredited Advertising Agencies of Hong Kong (HK4As). Their campaign, titled "放多日假, 挽救老化" (More Days Off to Reverse Aging), responded to the creative brief: "Convince your boss to adopt a four-day workweek." The HK4As Students' Award is widely recognised for nurturing young talent and providing a platform for students to showcase their creative potential. The Kam Fan Awards are regarded as the "Grand Prix" of Hong Kong's advertising industry.



Awarded Work



State-of-the-art Teaching and Learning Facilities

傳理學院設有多項先進教學設施



Jockey Club Creative Media and Innovation Studio
賽馬會創意媒體室



Virtual Station
虛擬工作室



Dorothy Shen Wong News Studio
黃沈慧珍廣播新聞室



News Studio - Control Room
廣播新聞室 - 控制室



Bloomberg Terminal
彭博終端機



Graphic Design Studio
平面設計工作室



Game Design and Animation Studio
遊戲設計與動畫工作室



Motion Capture System
動作捕捉系統



Rooftop Garden
天台花園



CAFE@CVA COMMONS

The information provided in this leaflet is intended for general reference purposes only and is subject to change. For the latest updates, please visit the website of the School of Communication.

Course Enquiries 課程查詢

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 浸大傳理修課式碩士課程

 浸大傳理學院