

Bachelor of Communication (Hons) in Interactive Media Publishing

Application Guidelines

Applicants should submit a portfolio and a letter of intent as part of their application. Please adhere to the following guidelines for each component:

1. Portfolio Submission

- **Format:** Your portfolio should be no longer than 10 pages. Both the portfolio and letter of intent should be merged into ONE PDF file.
- **Content:** Include no more than 5 projects that effectively showcase your skills and creativity.
- **Originality Declaration:** Clearly state the originality of each project included in your portfolio.
- **Focus Areas:** You may want to highlight your potential in the following areas:
 - Creativity, Multimedia storytelling, Visual design, User experience design, Digital literacy

For Each Project, Please Provide the Following Information:

- **Project Title**
- **Year of Creation**
- **Medium:** Exact Medium Used. Please be specific.
- **Size(s):** Provide measurements along with units.
- **Duration:** For time-based works (e.g. videos), indicate the duration and their length should not exceed 5 minutes each.
- **URLs:** Include links if applicable.
- **Project Description** (optional): Maximum of 100 words.
- **Project Type:** Indicate whether the project was an Individual Project or a Group Project (if it was a Group Project, specify your role).

- **Assignment Type:** Specify if it was a School Assignment of a specific course, or a Self-project.
 - **Please note that:**
All information must be provided in English.
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2. Letter of Intent

- **Format:** Both the portfolio and letter of intent should be merged into ONE PDF file.
 - **Content Requirements:**
 - **Language:** The letter must be written in English.
 - **Length:** It should be one page long and contain fewer than 500 words.
 - **Content:** You may want to include,
 - Self-Introduction
 - Relevant Experience
 - Passion for Interactive Media Publishing
 - Additional Insights
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Submission guidelines

1. All materials to be submitted (both the portfolio and letter of intent) should be merged into ONE PDF file.
2. The entire file should be kept below **50MB** in size.
3. The file should contain the following student identification data on the first page:
 - Applicant Name
 - Application No.

- Telephone Contact
 - Email Contact
4. The file should be named using the applicant's Application Number before submission.
(For example: If the application number is N12345678, the file should be named N12345678.pdf)
 5. Please submit the file to <https://hkbu.questionpro.com/t/AW5HAZ4pPD>. For the submission deadline, it is recommended that students submit all required materials at their earliest convenience, as conditional offers may be extended to candidates on a priority basis.

Enquiries

If you have any questions about the programme and portfolio submission, please contact IMD General Office at imd-gda@hkbu.edu.hk.

Thank you very much for your interest in our programme and good luck!