Bachelor of Communication (Hons) in Interactive Media Publishing

Submission Guidelines

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.

2. Letter of Intent

- **Format**: Both the portfolio and letter of intent should be merged into ONE PDF file.

- **Content Requirements**:

    o **Language**: The letter must be written in English.

    o **Length**: It should be one page long and contain fewer than 500 words.

    o **Content**: You may want to include,

        ▪ Self-Introduction

        ▪ Relevant Experience

        ▪ Passion for Interactive Media Publishing

        ▪ Additional Insights

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://hkbuchtl.qualtrics.com/jfe/form/SV_01zlK5Zpfv674wK. 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.

<u>Enquiries</u>

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

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