

BACHELOR OF COMMUNICATION

(HONOURS) (JOURNALISM AND DIGITAL MEDIA /
PUBLIC RELATIONS AND ADVERTISING)

(HONOURS) IN GAME DESIGN AND ANIMATION MAJOR

UNDERGRADUATE ADMISSIONS
INTERNATIONAL QUALIFICATIONS

SEPT. 2025 ENTRY



JOURNALISM &
DIGITAL MEDIA

PUBLIC
RELATIONS &
ADVERTISING



GAME DESIGN &
ANIMATION

WHY THE SCHOOL OF COMMUNICATION AT HKBU?

Founded in 1968, **THE SCHOOL OF COMMUNICATION OF HONG KONG BAPTIST UNIVERSITY** 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.

Our School embraces emerging technologies, understands societal trends, and responds to the evolving landscape of the media and communications industry. We prioritize offering a forward-thinking curriculum by continuously innovating our educational offerings. We empower our students to utilize their communication knowledge and skills for the betterment of society, driving positive change and leaving a lasting impact.

The School of Communication sees internationalisation as an essential component of its all-round development into a renowned centre of teaching and research excellence.

Its communication and media research received Hong Kong's highest quality rating in Research Assessment Exercise 2020. Our graduates are change makers and future leaders with a global vision, competing with the best in the world.



Situated in a purpose-designed building at HKBU, the School of Communication is equipped with state-of-the-art facilities and equipment that foster learning and research.

HKBU
3D Virtual Tour



MORE ABOUT THE #HKBUCOMM COMMUNITY

- Students enjoy small classes and a favourable student-teacher ratio.
- The School has had students from Canada, Indonesia, Kazakhstan, South Korea, Macau, Malaysia, Myanmar, New Zealand, Nigeria, Norway, Singapore, Taiwan, Thailand, The Philippines and Venezuela.
- The School has an international faculty whose members hail from Australia, Bulgaria, Canada, Croatia, mainland China, Hong Kong, India, Italy, the Netherlands, Romania, South Korea, Singapore, Taiwan, and USA.
- Many faculty members have worked in the media and creative industries and some were in top positions before joining the School. Among them are a former Head of the Chinese Service at the British Broadcasting Corporation; and a former Editor-in-Chief of *South China Morning Post*, a leading English newspaper in Hong Kong.
- Over the years, many communication graduates have gone on to further studies in top universities, such as the University of Cambridge, the University of Oxford, Columbia University, Harvard University, Stanford University and the University of California, Berkeley.

STUDENTS
1400+

ALUMNI
22000+

PROGRAMMES
10+

FULL-TIME
TEACHING STAFF
50+

- HKBU Admission Scholarships* (for non-local applicants) are up to HK\$210,000 (approx. USD27,000) per annum
- English as the medium of instruction
- Financial support for international study tours & overseas studies
- Ample internships and practicum opportunities

*Subject to University's annual review



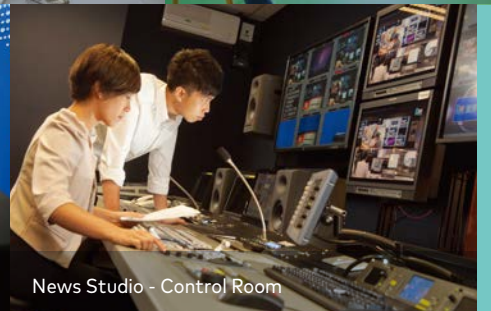
Jockey Club Creative Media and Innovation Studio



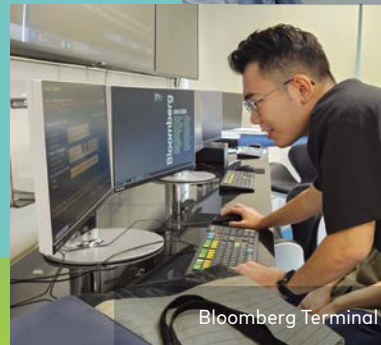
Virtual Station



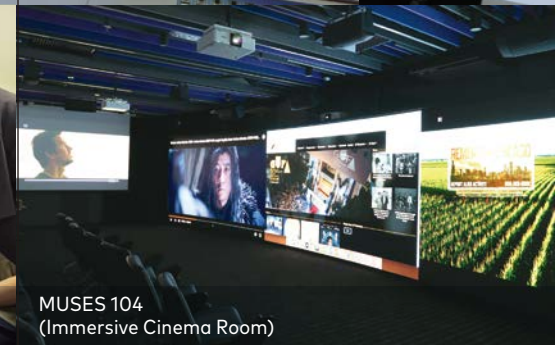
Dorothy Shen Wong News Studio



News Studio - Control Room



Bloomberg Terminal



MUSES 104
(Immersive Cinema Room)



Motion Capture System



Rooftop Garden



CAFE@CVA COMMONS

- Given its long history, the School has a vast network of alumni around the world. Many of the most senior positions in the communication, media and creative industries are occupied by its aspiring and influential alumni with outstanding accomplishments. These relationships

have established a strong reputation for the School, serving as a fountain of knowledge for current students to acquire expertise and providing networking and career opportunities for alumni.

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

The programme provides a variety of ways for students to explore the exciting field of communication and prepare them for careers in the media and creative industries in the digital age or for further studies. It offers two Majors: (i) Journalism and Digital Media and (ii) Public Relations and Advertising.

JOURNALISM AND DIGITAL MEDIA MAJOR

Offered by Department of Journalism



Within this Major, there are two Concentrations: The **Journalism** Concentration aims to prepare students for a career in International media that operate in English or Chinese-language media. The **Data and Media Communication** Concentration, which is jointly offered with the Department of Computer Science at HKBU, aims to train digital journalists with advanced computer skills, notably in data visualization and analytics.

PUBLIC RELATIONS AND ADVERTISING MAJOR

Offered by Department of Communication Studies



There are two Concentrations within this Major: The **Advertising and Branding** Concentration offers training in strategic planning, brand storytelling and concept expression. It prepares students to present ideas in an innovative and socially responsible way for effective brand communication and promotion. Students of the **Public Relations** Concentration acquires both the critical understanding and essential skills to develop successful careers in strategic communication, public affairs, social responsibility, media relations, crisis communication and digital public relations across business, government or non-profit organisations.



Students delivered a communication training workshop for Filipino domestic workers



The Young Agency's 50th Anniversary Celebration



The Bachelor of Communication (Hons) (Journalism and Digital Media / Public Relations and Advertising) adopts broad-based admission which allows students to explore their interests in the said fields. Students opt for their Major in the late first semester of the first academic year.

How to enter the preferred Major? Please scan the QR code for details.

*Students start studying courses of their Major in the second semester of the first academic year.



Admission Interviews



INTERNSHIPS

The School has very close links with the industries and the community which helps connect employers with their future employees – our talented students and graduates. The following are just a few of the many organizations where our students interned at.



and more



BACHELOR OF COMMUNICATION (HONS)
IN GAME DESIGN AND ANIMATION

Offered by Department of Interactive Media



The Game Design and Animation Major (GDA) offers a coherent curriculum with emphasis on both game design and computer animation. The curriculum comprises fundamental courses in game design and animation; from drawing and animating for storytelling to coding, programming and mathematical concepts behind them, as well as social and historical studies of game design and animation. Moreover, students can further develop their expertise in senior years through specialisation in either Advanced Game Design Stream or Advanced Animation Stream to deepen their knowledge and skills for the preparation of their Final Year Honours Projects.



Admission Interviews

✓

- Remarks:
- Candidates may be required to attend an interview. Candidates are required to present their portfolios during the interview. They may be required to submit their portfolios before/after the interview
 - Candidates should prepare their portfolios in digital format for the ease of presentation. Portfolios should demonstrate candidates' potential in creativity, visual and design literacy, animation and/or game design



COURSE STRUCTURE

University Core	General Education	Major	Free Elective	Total
13 units	18 units	64 – 82 units	Up to 15 – 33 units	128

Scholarship Opportunities

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

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/

Both Bachelor of Communication (Honours) (Journalism and Digital Media / Public Relations and Advertising) and Bachelor of Communication (Honours) in Game Design and Animation Major have a normal **study period of 4 years**.

The **University Core** is a requirement in the undergraduate curriculum which aims at providing students with the essential and transferable knowledge and skills that help them lead successful lives both during and following their university education, and ultimately supporting the University's commitment to develop the Graduate Attributes among students.

The **General Education** (GE) Programme at HKBU provides students with a well-rounded university education, and is an integral part of the University's commitment to help them achieve the HKBU Graduate Attributes. The

GE foregrounds the essential elements of Whole Person Education, such as integration of knowledge, acquisition of multiple perspectives, empathy and critical thinking, and aims to nurture our students to become responsible and responsive citizens.

The GE Programme is designed to equip students with integrated broad-based knowledge, transferable core skills, guiding principles, and attitudes that they need in both their specialized studies and future professional and personal lives.

It encourages students to open up their minds to new ideas and perspectives, imagine possibilities, and acquire a deeper understanding of people and issues through making connections at personal, societal and historical levels. It cultivates our students to become well-rounded persons capable of fully participating in the fast-changing, interconnected global world.



School of Communication Scholarships



University Core



General Education



HKBU Graduate Attributes

Double Degree Programmes with Overseas Universities

*Open for applications from students majoring in Journalism and Digital Media/Public Relations and Advertising.

The School of Communication offers double degree undergraduate programmes with the University of Queensland in Australia and the University of Missouri in the US respectively. These full-time programmes take four years to complete. Selected students will study at and graduate from HKBU and one of the said partner university.



Please scan the QR code for more details.



CLARICE WU

JOUR 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."



CHOW YEE TING

Public Relations student
Exchange Student at Aarhus University, Demark

"I chose Aarhus University for two main reasons. Firstly, Denmark's location in the European Union made traveling to neighbouring countries incredibly convenient and exciting. Secondly, Denmark has proven to be a great place to study and live.


My experience studying at Aarhus University was brilliant because of the friendly and inspiring atmosphere. The workload was manageable, allowing us to actively engage and learn effectively. Outside of classes, I had the chance to attend dorm parties and live in a diverse dormitory with students from various backgrounds. This experience expanded my cultural awareness, helped me make new friends, and improved my social skills.

I also took the opportunities to visit nearby countries, experiencing new cultures and expanding my worldview. I learned a lot, became more independent, and met great people in this exchange. It was a transformative journey that will leave an indelible mark on my life."




HKBU ADMISSIONS REQUIREMENTS

General Entrance Requirements

American-Patterned Education	High School Graduation Diploma and one of the following: SAT*: Minimum score of 1,190 (out of 1,600) AP: Grade 3 in at least two AP subjects ACT*: Minimum composite score of 23
British-Patterned Education	GCE Advanced Level (AL) / International Advanced Level (IAL) • Grade E or above in three AL/IAL subjects; or • Grade E or above in two AL/IAL subjects plus two Advanced Supplementary Level (ASL) subjects (Not including Chinese and English Language subjects. The same subject cannot be counted as both AL and ASL subjects.)
International Baccalaureate	IB Diploma (Applicants are required to authorize HKBU to obtain the actual scores from the IBO in order to complete the verification process before admission. The institution code of HKBU is: 000247.)
Others	Please scan the QR code for the full list of recognised qualifications. 

* Applicants are required to authorize HKBU to obtain the actual results from the respective exam board in order to complete the verification process before admission. The institution codes of HKBU are: SAT 7904, ACT 6957.

English Language Requirements

TOEFL	IELTS Academic	Others
Internet-based test (iBT) / iBT Home Edition / iBT Paper Edition - Score: 79; or Paper-delivered test - a sum score of 60 (TOEFL MyBestTM Score is not accepted.)	Overall Band: 6.0	Please scan the QR code for more details. 

The information above is subject to change, please visit HKBU Academy Registry's website for the latest information.

 admissions.hkbu.edu.hk

School of Communication
Mini-Lecture Series Videos

Study at #hkbucomm

Uncover a wide range of educational opportunities at the School of Communication with our captivating "Mini-Lecture Series" videos. Let's learn and grow together in a vibrant academic community that fosters personal and professional development.



Scan the QR code to watch the videos.

AT #HKBUCOMM, LEARNING KNOWS NO BOUNDARIES

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

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", 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



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



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, etc.

@hkbuamagda_mediartist

INTERNATIONAL COLLABORATION

A group of International Journalism students from the Department of Journalism participated in the international news project Global Campus Studio Live. They worked with peers from six overseas universities and virtually co-produced a series of online newscasts.

These newscasts consisted of multiple shows put together by media students from around the globe, including Hong Kong, Canada, India, South Africa, the Netherlands, the US and the UK, under the theme "Let's Talk Racism".

Different areas such as history and context; education work and media; current events and personal stories were addressed in the video news productions and broadcast via social media platforms.

Global Campus Studio Live is an international student media network initiated by Ryerson University in Canada in collaboration with overseas universities. It co-produces annual video productions with partners worldwide and provides students with the opportunity to participate in international storytelling practice.



#HKBUComm students x YouTube x Artists

Students of the Social Media Content Management and Strategic Communication and Emerging Media Trends courses formed teams to participate in the YouTube project "Entourage", the first-ever Google pilot campaign that partnered with university students and artists in Hong Kong, enabling them to acquire digital skills and put them into practice.

In addition to developing a three-month comprehensive strategy plan for the YouTube channels of seven local artists, they took up the role of creative content creator and channel manager, with the goal of obtaining more views, driving subscribers' growth and building awareness of their own channels.



JAY GANLANI

Journalism

"By interacting with the project staff from Google, we were able to gain first-hand experience of managing a celebrity's social media channel, such as how to maximize the reach of the videos our team produced and analyze his fanbase and target audience, and the types of content that work on the platform."

Rwanda Reporting Trip

Journalism students visited Rwanda to report on how the small Central African country is rebuilding and repairing since the 1994 genocide. They produced a multimedia reporting project on the country's efforts in handling genocide education and commemoration, as well as animal conservation among many other stories.



Project Website



ANNA KAM

Journalism

"My most memorable experience in Rwanda was reporting on the mountain gorillas. We interviewed former poachers, experts, specialists to learn more about the country's conservation efforts in this endangered species over the past few decades. We also collected useful information from the cultural village and research center for our news story."



STUDENT ACHIEVEMENTS

Journalism students win Campus News Awards

Thirteen students and a recent graduate from the Department of Journalism under the School of Communication have recently won six awards in the "2023 Campus News Awards" organised by the *China Daily Hong Kong Edition*, including the Winner of the Best in Data Journalism (English category). HKBU also received the "Most Active Participation Award", bringing the total number of awards to seven, the highest among all participating universities in Hong Kong. This accomplishment highlights 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*.



Budget 2023: The Aging City and the Government's Spending on the Elderly

PRA and Animation students win prizes in student category at HK4As Kam Fan Awards

Two interdisciplinary teams of students from the School of Communication clinched the Bronze, Best Craft of Art and Merit prizes of the Students' Award 2023 at the annual Kam Fan Awards organised by the Association of Accredited Advertising Agencies of Hong Kong (HK4As) for their creative integrated branding campaigns. The theme of the competition was "Subscribe Responsibly to Streaming Services".



The team consisting of Public Relations and Advertising (PRA) students Yang Sihan and Zhang Wenrui, along with Animation and Media Arts students Zhu Binbin and Zhu Tianchen, won the Bronze and Best Craft of Art prizes for their entry titled "The Crumbling Universe: Great Return Battle". Another team, comprising of PRA students Tang Chung-yan, Chan Wing-hung, Julia Yun Cheuk-lam and Cheung Ka-wing, received the Merit prize for their entry titled "Creating Is Not Easy, So We Support Each Other."

The HK4As Students' Award aims to discover and cultivate talented young people and provide a stage for creators. The Kam Fan Awards are highly regarded as the "Grand Prix" accolade of the Hong Kong advertising industry.

Bronze Winner



Merit Award



MY LIFE AT HKBU

LEO LWIN

Myanmar
Public Relations student

What motivated you to choose HKBU and the School of Communication for your studies?

HKBU, recognized as one of Asia's leading institutions for its excellent teaching and world-class research, stood out to me as an ideal choice, especially due to its location in Hong Kong, a financial center in Asia. The availability of numerous scholarships and financial aid further enabled me to fulfill my dream of attending HKBU. The School of Communication at HKBU boasts a stellar reputation for its comprehensive programmes, a remarkable network of industry connections, and accomplished alumni. This solidified my decision to pursue a major in communication. I am confident that the School will equip me with the necessary knowledge and skills to unlock my full potential and pave the way for a successful career in the ever-changing field of communication.



Could you share any unique, interesting, special projects, or other opportunities you have been involved in and how they have impacted your learning journey?

One of the most impactful projects that shaped my learning journey was the creation of a PR proposal for Arirang, a renowned Korean TV channel. Engaging in competition with classmates from other groups heightened our sense of drive and determination. Our dedication to teamwork, creativity, and mutual respect paid off when our team's proposal was chosen as the best by Arirang TV, earning us the highest grade. This amazing and pride-inducing experience of transforming a classroom project into a real-life proposal that was accepted reinforced my passion for communication and provided with me invaluable insights into the PR sector.



What are some exciting activities or clubs you've been involved in outside of your studies? How have they enriched your university experience?

Despite majoring in communication, I have had the incredible opportunity to participate in the University's Choral Union. I had the privilege of performing as a soloist in concerts throughout my first and second semesters of my first year of study here. One particularly unforgettable experience was performing the song "A Million Dreams" from the movie The Greatest Showman at the renowned Hong Kong City Hall. This extracurricular activity has truly enriched my university journey, allowing me to indulge in my passion for singing, showcase my talents as a soloist, and create lasting memories in such an important venue. The Choral Union holds a special place in my heart, and I consider it a cherished aspect of my university life.

Have you participated in any cultural exchange activities or events on campus?

Yes, one of the notable events I joined was the cultural night organized by the International Association of HKBU, where my friends from Myanmar and I were able to showcase Myanmar's food and culture. It was a memorable experience as we prepared a traditional Burmese dish called "Own Thamin" together, from grocery shopping, cooking, and packing. We were pleasantly surprised by the positive reception our food received, and we felt honored to present the dishes that we enjoyed at home.

How will you describe your #HKBUCOMM student life in a single line/one word?

My #HKBUCOMM student life at HKBU's School of Communication has been transformative.

Leo's Tips for
HKBU Hall Life



OVERSEAS LEARNING OPPORTUNITIES

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.

Where To Go



Exchange Scholarships
and Sponsorships



AUSTRALIA

AUSTRIA

BELGIUM

CAMBODIA

CANADA

CROATIA

CZECH REPUBLIC

DUBAI

DENMARK

ESTONIA

FINLAND

FRANCE

GERMANY

HUNGARY

INDIA

ITALY

ISRAEL

JAPAN

MYANMAR

NORTH KOREA

NORWAY

RWANDA

RUSSIA

SINGAPORE

SOUTH KOREA

SPAIN

SWEDEN

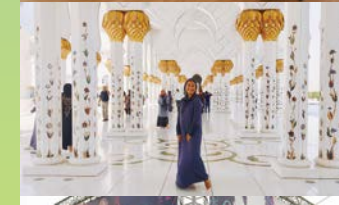
TAIWAN

THE NETHERLANDS

TURKEY

UNITED KINGDOM

UNITED STATES



GLOBAL ADVENTURES: STUDENT STORIES

WINONA CHEUNG

International 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 - far from boring, 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."



TOM TSZ YING

PRA Major student

Exchange Student at Lund University, Sweden

"As an exchange student from Hong Kong, Sweden left a lasting impression on me with its unique lifestyle and excellent education system. Lund University's specialized department for communication provided me with a wide range of courses tailored to my major. While English proficiency in Sweden is generally high, I sometimes found that using body language and facial expressions enhanced the smoothness of interactions, leading me to realize that effective communication goes beyond language proficiency and underscores the importance of strong communication skills.

I had the pleasure of meeting numerous local and international students, and the friendly and energetic



atmosphere on campus made my experience even more enjoyable. Lund's charming architecture and vibrant student community made it a beautiful and enriching place to study. I cherished every moment in Sweden."



CHONG CHUI LAI

PRA Major student

Exchange Student at University of Bergen, Norway

"Looking back on my time in Norway and at the University of Bergen brings a smile to my face. The University of Bergen stood out for its reputation of making international students feel right at home, while Norway's status as one of the best places to live, coupled with its high Human Development Index, made it an appeal destination for learning and personal growth.

One of the best parts of my studies was exploring Norway's stunning outdoors through hiking together with local students and new friends from all over the world. The mountains, fjords, and landscapes were truly breathtaking. During one of our trips, we set up a campfire for BBQ, where using tree sticks as BBQ forks left a lasting impression. It was a small yet impactful gesture towards environmental friendliness.

During my time at University of Bergen, I had the chance to dive into Norwegian culture through an engaging course that took us on exploratory trips to renowned Norwegian museums. It was like stepping back in time and learning history."



VIMVAM TONG

International Journalism student

Exchange Student at Danish School of Media and Journalism, Denmark

My time at the Danish School of Media and Journalism was enriching. It is the sole institution in Scandinavia that offers a comprehensive range of media disciplines. Being surrounded by fellow journalism and media students and professionals from around the world was amazing. I met exchange students from around 30 countries, which helped me build a global network. It was an invaluable platform for journalists-to-be, like myself, who seek to broaden their international connections.

With a variety of courses available, like Video Journalism, International News Gathering, and Photojournalism, I chose Video Journalism because it perfectly matched my interests and goals of creating impactful documentaries abroad. To me, documentaries are a powerful medium to tell stories and influence people. The highlight of my exchange journey was crafting a documentary on fighting food waste. My team traveled across Europe for a month to film and report on this issue was rewarding. I honed my journalistic and storytelling skills, from writing scripts and contacting interviewees, to filming and editing. I gained a lot of valuable experiences along the way.



Throughout my study, I had access to a wealth of resources for learning and hands-on practice. I had the opportunity to make three additional videos, one of which involved mobile filming practice. I also had the chance to visit film companies and studios on field trips. During a memorable 3-day trip to Copenhagen which included a visit to the Danish Parliament, I further deepened my understanding and appreciation of the country.

INDUSTRY AND COMMUNITY ENGAGEMENT

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 undergone 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.



Candy Remembrance

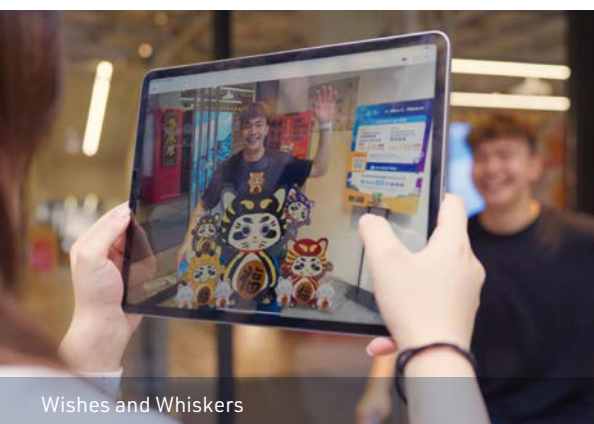
Drawing inspiration from the shops' stories, the students then applied AR technology to develop location-specific exhibits. Their creations were showcased in an exhibition titled "Tik-Tac-Tik-Tac: Echoes of Time" at the Central Market, promoting Hong Kong's culture to the public. Through experiential 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.

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



Learn More



Wishes and Whiskers



The Collector

Go Behind the Scenes Lecture - Into the Unknown: World of Frozen

The School of Communication and the Hong Kong Public Relations Professionals' Association jointly hosted the "Into the Unknown: World of Frozen PR Sharing" guest lecture, where the Hong Kong Disneyland (HKDL) Communications and Public Affairs team made a special appearance on HKBU campus.

This was the first time HKDL unveiled their behind-the-scenes efforts and secrets for launching the world's first and largest "Frozen" themed land, "World of Frozen," which welcomed visitors through its gates in late 2023. The HKDL team, comprising the Director of Communications and Public Affairs, Manager of Corporate Citizenship and Manager of Media Relations, shared invaluable insights into the collaborative efforts across departments, innovative communication strategies, engaging social media campaigns, and the incredible global outreach initiatives designed to enhance HKDL's stature and attract a multitude of tourists to our beloved city, Hong Kong.

This student-led event, organized by final-year PR students from the Department of Communication Studies, was a visual extravaganza infused with Disney's signature style. The event also featured a Disney characters costume competition. The event attracted over 150 attendees, including undergraduate and postgraduate Communication students from HKBU, faculty members, and PR students from other universities and institutions.



Recap Video



PR student takes center stage as MC at industry event

Fostering industry connections and enhancing student employability are crucial for a comprehensive education, especially in the exciting worlds of communication and creativity. Therefore, our School is dedicated to cultivating an enriching environment where students can engage directly with industry professionals, gaining valuable insights and experiences that shape their future career paths.

In a groundbreaking collaboration, five final-year Public Relations Major students united with 150 seasoned industry veterans at the annual dinner hosted by the Hong Kong Public Relations Professionals' Association (HKPRPA). Among them, PR student Michelle Tsoi shone brightly as the event's sole emcee and had the unique opportunity to interview Mr Shih Wing-ching, the founder of Centaline Property Agency Limited and the local free newspaper *am730*.



STUDENT SHARING

SAMUEL YIN XIN TAN

Malaysia
Advertising and Branding student

As an extrovert, I relish the opportunity to share ideas and thoughts with others, engaging in meaningful conversations that foster mutual understanding and inspire new perspectives. The Advertising and Branding Concentration program was the perfect fit for me to enhance my skills in persuasive communication, allowing me to effectively convey messages and connect with diverse audiences. During my first year, I even had the chance to propose advertising campaign ideas for an overseas media company, further solidifying my passion for this field.



Being a Communication student, I recognized the importance of expanding my horizons and embracing new experiences. That's why I chose to learn Japanese through an elective course. Not only does it provide me with a valuable skill, but it also opens doors to connect with a different culture and communicate with a broader range of people."



MOLDIR SEILKHANOVA

Kazakhstan
JOUR graduate, Class of 2021

"The School gave me a chance to develop industry-relevant skills that allowed me to have a successful career in the future. During my time here, I had a tight schedule studying and joining extracurricular activities as well as student organizations, but I never felt homesick or bored. I met so many people with different backgrounds and gained valuable knowledge. The School had professional facilities, and the academic staff did their very best to create an engaging learning environment."

The information provided in this brochure is subject to revision. For the latest and updated details, please visit the School of Communication's website at <https://www.comm.hkbu.edu.hk>


PROGRAMME ENQUIRIES

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