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New school can boost city arts

SCAD, the University for Creative Careers, will start running courses for 300 students next year at the historic North Kowloon Magistracy in Sham Shui Po.

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SCAD, the University for Creative Careers, will start running courses for 300 students next year at the historic North Kowloon Magistracy in Sham Shui Po.

The only university in Hong Kong to focus on art and design, it will offer 14 non-local four- year bachelor's and master's degree programs registered with the Education Bureau.

Tuition fees will be US\$27,765 (HK\$216,567) for undergraduates and US\$28,215 for graduates for one academic year.

Courses will cover a wide range of art-related criteria - advertising, animation, graphic design, illustration, interactive design and game development, motion media design, photography and visual effects.

Previously named the Savannah College of Art and Design, SCAD was founded in the United States in 1978. The Hong Kong campus is the fourth location after Savannah and Atlanta, both in Georgia, and Lacoste, France.

Hong Kong vice president John Paul Rowan said he hopes SCAD will play a role in the SAR's development in the creative industry, one of the six economic pillars in the chief executive's policy address.

Rowan added that all students would have to study the art and architectural history of Hong Kong, and that the university will try its best to localize its curriculum.

"I hope SCAD will help Hong Kong people start looking and realize that art is all around," Rowan said.

Applications are now open, and SAR applicants should have at least five pass grades in the Hong Kong Certificate Education Examinations. English proficiency is one of the admission requirements. The local campus would be able to accommodate 1,500 students each year.

SCAD won over the other bidder, the Chinese Artists Association, for the revitalization of the historic magistracy building in February.

Its academic departments provide frequent interaction between its students and professionals in their field with lectures, workshops and field trips. Students also gain experience by working on classroom projects with such major companies as VTech, Gulfstream, Barnes & Noble and Coca- Cola.

The university also partners and collaborates with leading national and international companies to give students valuable experience in working with professionals and top firms prior to graduation.