

22 January 2026
Dear Applicants,

Revamp on the specialism for BA (Hons) Scheme in Design (JS3569)

We write to inform you that The Hong Kong Polytechnic University (PolyU) has recently granted initial approval for the revamp of one of the specialisms offered under the UGC-funded *BA (Hons) Scheme in Design* [設計學(榮譽)文學士組合課程] (JS3569). The specialism in **Media Design** (媒體設計) will be revamped to **Immersive Media and Game Design** (沉浸式媒體與遊戲設計), with effect from the 2026/27 intake cohort, subject to further approval upon satisfying the programme's validation requirements.

The revamped programme aims to attract talent to build foundations in design, art, and engineering for immersive media practice, centred on contemporary game engines and pipelines. Students will be nurtured to develop storytelling, world-building, and media design that transcends games, film, and immersive media including VR&AR. The revamp applies to the specialism title and focus only, while the first-year study curriculum, teaching pattern, assessment requirements, and subject titles remain unchanged. All admitted applicants will enroll in the *BA (Hons) Scheme in Design* [設計學(榮譽)文學士組合課程] programme and select **Immersive Media and Game Design** as one of the 9 specialisms during semester two of Year One study.

Apart from the revamped specialism, the other eight specialisms remain unchanged. The mechanism for admitting students to their major based on the student's choice, portfolio evaluation, interview performance, GPA and individual subject results, will remain unchanged.

Original Award Title	New Award Title
BA (Hons) Scheme in Design [設計學(榮譽)文學士組合課程]: • BA (Hons) Scheme in Design (Media Design) 設計學(榮譽)文學士 (媒體設計)	BA (Hons) Scheme in Design [設計學(榮譽)文學士組合課程]: • BA (Hons) in Design (Immersive Media and Game Design) 設計學(榮譽)文學士 (沉浸式媒體與遊戲設計)

With the above-mentioned change, special arrangements have been made with the JUPAS Office to allow all JUPAS applicants to revise and reprioritise their programme choices. For details, please refer to the email sent by the JUPAS Office.

For more information about *BA (Hons) Scheme in Design*, please refer to the website: <https://www.polyu.edu.hk/study/ug/jupas/2026/js3569>. If you have any enquiries on the above, please feel free to contact us by phone at 2333 0600 or via email ar.jupas@polyu.edu.hk. Thank you.

Yours faithfully,

Academic Registry
The Hong Kong Polytechnic University