

international Master of Fine Arts

戏剧与影视硕士项目 (iMFA)

Zhejiang University

Zhejiang University (ZJU) is one of China's top higher education institutions, as well as one of its oldest. Its roots can be traced back to 1897 with the founding of the Qiushi Academy.

Located in Hangzhou – one of China's most picturesque cities – the University has 7 faculties and 43 schools. It is the home to 4628 full-time faculty members, including 48 members of the Chinese Academy of Sciences and the Chinese Academy of Engineering. ZJU has 70,035 full-time students, over 59% of whom are postgraduate students.

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Best Chinese Universities
Ranking 2025

8

QS Asia University
Rankings 2025

47

QS World University
Rankings 2025



ZHEJIANG UNIVERSITY INTERNATIONAL BUSINESS SCHOOL (ZIBS)

Based in China with global ambition, **ZIBS** aims to build a science & technology-focused premier global business school from China, by upholding the 5“i” philosophy of being “international, interdisciplinary, innovative, inclusive and integrative”, with continued emphases on 3 strategic pillars - Globalization, Digitalization, and the ZIBS Ecosystem.

ZIBS offers five postgraduate programs, namely international Master of Fine Arts (iMFA), Master of China Studies (MCS), international Master of Business Administration (iMBA), international Master of Finance (iMF) and international Master of Data Science (iMDS), and one undergraduate program in Global Communication and Management (GCM) for international students, as well as executive education programs.

Connecting the World · Shaping the Future
改变世界 引领未来

PROGRAM OVERVIEW

international Master of Fine Arts (iMFA)

The international Master of Fine Arts Program (Digital Culture Direction) is a three-year full time master program. Created in collaboration with Zhejiang University College of Media and International Culture (CMIC), equips students with practical media skills such as scriptwriting, film and television production, and new media audio-visual editing, as well as business thinking like digital marketing and cross-cultural communication. The program focuses on cultivating outstanding film and television media talents with international perspective and business acumen. The main courses related to film and television production, marketing and management, etc. This program aims to develop students' intercultural communication competence, digital media skills and practical experience in business and management. The programme enables you to contribute to timely discourses on digital culture, conduct innovative research projects, and engage in media practices.

STRUCTURE

Duration

3 Years of full-time study

Degree

Master of Fine Arts

Graduation Requirements

Minimum 50 Credits Thesis, Project and Works Internship



CURRICULUM

Media+
Business

English+
Chinese

ZIBS+
CMIC

General Education

Professional Education

Practical Education

Technology and Digitalization Module

- Internet-mediated Interpersonal Communication
- Introduction to Artificial Intelligence and New Media
- Metaverse and eSports Industry Culture
- Audiovisual Language and New Media Communication

Practice and Internship Module

- Drama Creation Practice
- Creative Practice
- Inter-cultural Documentary Creation
- Theory and Practice of Film and Television Director

Marketing and Management Module

- Cross-cultural Management and Communication
- Psychology of Cultural Consumption
- Marketing Management
- Management of Audio-visual Media
- Strategy and Innovation Management
- Corporate Social Responsibility and Ethics

Cultural and Arts Module

- Study of Art Ways
- Methods of Film and TV Research
- The Current Trends of Cultural Studies
- Photographic Thinking and Creation
- Art of Directing and Acting

Media and Communication Module

- The Current Trends of Cultural Studies
- Photographic Thinking and Creation
- Art of Directing and Acting

Film and TV Research Module

- Short Drama: Theory and Practice
- Science Fiction Film and Television: Theory and Analysis
- Entertainment Theory and Variety Shows

*Curriculum may be subject to change

COLLEGE OF MEDIA AND INTERNATIONAL CULTURE ZHEJIANG UNIVERSITY



浙江大学 传媒与国际文化学院
COLLEGE OF MEDIA AND INTERNATIONAL CULTURE ZHEJIANG UNIVERSITY

College of Media and International Culture of Zhejiang University was established in 2006. Its Department of Journalism, founded in 1958, however, is one of the earliest journalism education departments in China.

Adhering to the motto of “Virtue, knowledge, freedom and tolerance”, the College devotes itself to constructing cross-cultural communication research and teaching mechanism and cultivating cultural communication elites with solid cultural foundation, commendable communication skills, high moral merits and broad international horizon.

CULTURAL CREATIVITY IN METAVERSE INDUSTRY RESEARCH CENTER(CCMI)

ZIBS and CMIC highly value the opportunities in the field of digital economy and digital culture development. The foundation of Cultural Creativity in Metaverse Industry Research Center(CCMI) is aimed at cultivating first-class talents who are interested in cross-cultural communication and digital culture industry. CCMI regularly invites experts and scholars well-known at home and abroad to seminars and lecture series, so that the teachers and students of ZIBS and CMIC can see the big picture of the trend in industries like metaverse, cross-cultural communication, meta human and e-sports. CCMI intends to inspire students to dig into cutting-edge digital fields and promote the communication between domestic and overseas academia on relevant research topics.



CCMI has held the “Z Talk” lecture series and invited guests from:

- Global Media and Communications at Cardiff University
- Imperial College Business School
- University of Wisconsin
- University of Nottingham
- School of Journalism and Communication, Tsinghua University
- School of Journalism and Communication, Peking University
- Queen Mary, University of London
- ByteDance
- Department of Economics, Stanford University

FINANCING

New students are eligible to apply for :

- Chinese Government Scholarship (CSC A Type)
- Chinese Government Scholarship (CSC B Type)
- ASEAN-China Scholarship (CSC A Type)
- EU Window Chinese Government Scholarship (Type A)
- Zhejiang Government Scholarship for New International Master's Degree Students
- ZIBS Hai Scholarship

*The final interpretation of the ZIBS Hai Scholarship belongs to the ZIBS Admission Office.

CAMPUS LIFE



APPLICATION

Entry Requirements

1. Minimum bachelor's degree at any given major
2. Applicants must have an internet-based TOEFL test score 90 (or above) or IELTS test score 6.5 (or above) or other proof which can reflect the applicants' English proficiency (except for English native speakers, or those who obtained their bachelors' degree in English-taught programs)

Additional Materials for Application

Applicants who have individual works could send short video works/script or video clips to zibs-imfa@intl.zju.edu.cn, with the attachments named by applicants' full name (Cloud link is also recommended).

FEES

APPLICATION FEE >

800 RMB (Non-refundable)

TUITION >

50,000 RMB/Academic Year

ACCOMMODATION >

8,000 - 10,000 RMB/Academic Year

INSURANCE >

800 RMB/Year

* The program lasts for three years

* Tuition fee is subject to change according to the latest regulation

Timeline

- 1 **November, 2025 – February 28, 2026**
Early Application
- 2 **May 31, 2026**
Application Deadline
- 3 **November 2025 – June 2026**
Interview Stage
- 4 **July, 2026**
Official Offer Package (including the JW201/2 Form for a student visa)
- 5 **September, 2026**
Enrollment

*Note: The assessment result is usually released by email within 4-8 weeks after the interview.



Application Submission:
via application system
(<http://isinfosys.zju.edu.cn/recruit/login.shtml>)

STUDENTS TESTIMONIALS



2021 IMFA student Dai Qing

The iMFA program was targeted and exactly what I was looking for in a Masters program. The instructors in each course were patient, understandable and highly skilled. My experience at ZIBS was full of learning and grooming. It gave me an opportunity to meet different kind of people from around the world and learnt many things from them.



2022 IMFA student Gao Lyumuzhuo

As a member of the ZIBS family, we have made many new friends and met responsible teachers. ZIBS offers diverse courses and activities that students are pretty interested in. These always make us broaden our horizons and improve our English communication ability. Everyone here offered the greatest help for us and we gained a lot!

international
interdisciplinary
integrative
inclusive
innovative

CONTACT

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