

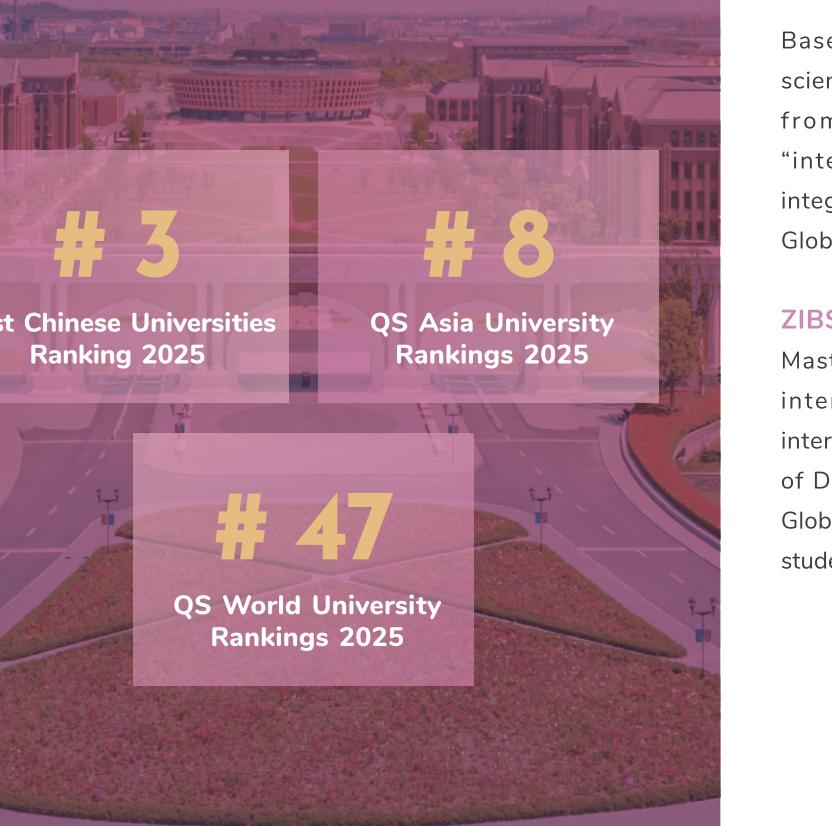
## international Master of Fine Arts

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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## 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      Degree

3 Years of full-time study

Master of Fine Arts

### Graduation Requirements

Minimum 50 Credits Thesis, Project and Works Internship



## CURRICULUM

Media+  
Business

English+  
Chinese

ZIBS+  
CMC

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

### Practical Internship Module

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

### 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 Way
- 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



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](mailto: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

November, 2025 – February 28, 2026

Early Application

May 31, 2026

Application Deadline

November 2025 – June 2026

Interview Stage

July, 2026

Official Offer Package (including the JW201/2 Form for a student visa)

September, 2026

Enrollment

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

## 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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