



ASBURY  
UNIVERSITY

with

*Lumina* 恩光書院  
College

基督教高等教育 Christian higher education



# MASTER OF ARTS IN DIGITAL STORYTELLING

## 數碼故事碩士

HK EdB Reg. No. 262811

**Coherency**

In worldview formation

**Creativity**

By culture making

**Commitment**

To love God and our neighbors

# Program highlights

## OVERVIEW

Pursue professional growth in your ability to tell compelling stories in diverse digital formats. You will be prepared to write more powerful stories, critique and contribute to culture, and integrate narrative principles and digital tools to communicate values and meaning to the world.

## AT A GLANCE

**Awarding institution**

Asbury University (USA)

**Learning model**

Hybrid (online + in-person)

**Location**

Hong Kong

**Tuition for whole program**

US\$18,150 (see website for latest info)

**Duration of study**

2 years, part-time

**Degree requirements**

12 courses (30 credits)

**Degree**

Master of Arts

**Application deadline**

June 1

**Medium of instruction**

English

*More program details »*  
[lumina.edu.hk/asbury-ma](http://lumina.edu.hk/asbury-ma)



A stylized world map in a dark purple color, serving as a background for the text. The map is centered and shows the continents in a simplified, blocky style.

# “God is the *ultimate* storyteller.”

God is the one who invented storytelling, and God is the ultimate author.

If we are to know God and to fulfill who we are meant to be, we have to create good stories — and we have to live good stories as well.”

Sarah Hogencamp, MFA  
Professor of Media Communications,  
Asbury University

## Student spotlight

# Han Zhao

Class of 2022

*"I recommend this master's program because it is life-transforming, accredited, flexible, and affordable."*

### Redemptive storytelling

Before studying in the Digital Storytelling program, Han was an investigative journalist, working for top media companies in Beijing and Hong Kong and winning many prizes. She considered pursuing a PhD in anthropology, but found the MA in Digital Storytelling program better suited to her interests.

*"My learning has changed the way I look at life in many ways. First, I have begun to appreciate difficulties and antagonists in life. No one wants to tell a boring story, and life is all about storytelling. At the end of your life, what kind of story are you going to tell? How are you going to make your story compelling?"*

Han is excited to use her learning to tell impactful and compelling stories that speak directly to the human heart, shine a redemptive light, and appreciate flaws and weaknesses as story drivers.

*"I am now bold enough to say that my weaknesses are the setups for God's payoffs down the road."*



Watch the video »  
[bit.ly/asbuHan](https://bit.ly/asbuHan)





# Program structure

## Cohort learning

Throughout the duration of the program, students will study together with the same group (the cohort), going through the same courses together in the same sequence. This has the benefit of building a strong sense of community within the learning cohort.

## Hybrid learning

Our model of hybrid learning combines face-to-face instruction with online learning, offering greater flexibility on your time.

In-person learning allows for hands-on experience with a range of equipment and lively discussions with peers and faculty, while online courses involve learning through a multimedia platform, peer reviews of projects, and more.



## Course highlight

### Cross-Platform Storytelling

Students will learn the theoretical foundations of designing nonlinear and interactive narratives across a variety of communication technology contexts, including social media, virtual worlds and video games. This course will be writing-intensive, with projects focused on creating effective narratives for multiple digital platforms. Upon completion of this course, students will possess the theoretical and practical knowledge to produce quality stories in a diversified media landscape.



**View the full course list »**  
[lumina.edu.hk/asbury-course-list](http://lumina.edu.hk/asbury-course-list)

# Why this M.A. program?

## Faith and learning

Learning with Asbury is marked by deep engagement with the world in light of the values of the Christian faith.

## Global and local

You will learn from world-class faculty from Asbury, our partner university in the United States, along with experienced local faculty in Hong Kong, which will situate your learning in contemporary Hong Kong and Asian contexts for truly globalized perspectives.

## Practice and theory

You are not just learning in a classroom. Through our curricula, you will have opportunities to live out an active faith through service, ministry, or community projects.

## Personal development and faith-based community

With small class sizes and experienced faculty mentors, you will grow into fuller maturity alongside peers in a community committed to Christian values.

## Admission requirements

1. A U.S.-equivalent bachelor's degree
2. Official transcripts from credit-awarding colleges
3. TOEFL (iBT: 90) or IELTS (6.5) (may be waived)

## About Asbury University



Asbury University, founded in 1890, is a Christian liberal arts school in Kentucky, USA grounded in the Wesleyan-Holiness tradition and committed to academic excellence and spiritual vitality. Classes are taught by experienced scholars, 75 percent of whom hold terminal degrees in their field of study.

Asbury University also has a long-standing history of social and professional engagement, having gained wide global recognition through institutes like the Emmy Awards and the Olympic Games.

## Faculty spotlights

### Dr. Sean Gaffney

*MFA in Theater, Columbia University*

*"Writers should bring all of who they are to their writing. It's a chance to get your voice to join the mosaic, to join the grand conversation that's out there... and that includes the spiritual side."*

**From theater to VeggieTales, Dr. Sean Gaffney has a wealth of professional writing experience in nearly every area of media.**

Among them, he was the Story Administrator for Warner Bros. Features, editor of Drama Ministry Magazine, the Managing Director of Taproot Theatre and General Manager of Lamb's Theatre Company. He loves sharing his experience and passion for storytelling with students.



**Watch the video »**  
[bit.ly/AsbSean](http://bit.ly/AsbSean)



### Dr. Leung Wing Tai

*MFA in Cinema/Television,  
University of Southern California*

*"Popular culture and media anchors human values. We are in dialogue with the world, and Jesus Christ is the most precious pearl we can offer."*

**With a lifetime of experience in media and higher education, Dr. Leung is committed to cultivating young people and leaders.**

Dr. Leung is the current president of Lumina College and formerly served as the head of Breakthrough, a youth culture organization. He has pioneered media such as *Breakazine!* and the award-winning TV series "Generation 21: Young Spirits of Asia."

# Tell **compelling** stories

## **Apply now**

***Lumina.edu.hk/ma-students***



### **Lumina College**

3/F, Breakthrough Centre  
191 Woosung Street  
Kowloon, Hong Kong  
(Jordan MTR Station, Exit C2)

### **Program enquiries**

**Tel** (852) 3622 1724

**Email** [master@lumina.edu.hk](mailto:master@lumina.edu.hk)

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