

Academic Year 2025

Application Period-I

Keio University
Graduate School of Media Design

Application Guidebook
Master's Program



Application Period-I for enrollment in September 2025 or April 2026

Application Period-II for enrollment in April 2026 or September 2026

Application Period-III for enrollment in April 2026 or September 2026

(March 2025)

The Management of Personal Information at Keio University

At Keio University, personal information is managed safely and appropriately in compliance with the university's "Basic Policy Concerning Protection of Personal Information" and "Rules to Protect Personal Information."

Personal information provided when making an application, completing admissions procedures, and issuing notifications following graduation, including names, addresses, and other details, will be used at each department of Keio University for 1) processing applications for, and conducting of, entrance examinations, as well as announcements of final results; 2) admission procedures; 3) administration, correspondence, and procedures relating to academic affairs, including academic activities to which the student contributes; 4) administration, correspondence, and procedures relating to general student life; 5) administration, correspondence, and procedures relating to the use of university facilities and equipment; 6) communications for soliciting donations, notification regarding school bonds, and inviting recipients to join the Keio Iji-kai (Support Group) or apply for the Keio Card; 7) sending documents to students and guarantors and other communications; and 8) dispatching documents related to the Mita-kai (alumni association); and any other matters accompanying these tasks. Additionally, the data of personal information that has been statistically processed so that individuals cannot be identified will be used as survey and research material for the selection of entrants to the university.

Specific duties will be undertaken by contractors commissioned by Keio University (hereinafter "commissioned contractors") to perform the tasks outlined above. When outsourcing tasks, all or part of the personal information provided by applicants may be shared with commissioned contractors to the extent that it is necessary to carry out their duties. Keio University may also share personal information following graduation, within the extent that this is required for procedures and screenings, upon request from the Mita-kai (Alumni Associations), as part of its support for the Mita-kai's activities.

Exceptions may be made to share personal information with third parties in cases where there is a legal obligation to disclose information, or when it is deemed necessary to protect the life, physical wellbeing, property, or other rights and interests of the student or a third party and it is not possible to obtain the consent of the student in question. Keio University will not provide personal information to a third party in any circumstances other than those described above.

You will hereby be deemed to be in agreement with the above matters, in undertaking all procedures. Please read and consider these factors thoroughly before consenting.

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1. Invitation to the Graduate School of Media Design (KMD)

—Shaping the dream future through disruptive creativity

The mission of the Keio University Graduate School of Media Design (KMD) is to develop “media innovators” who are capable of innovating on their own initiative to create social value. Media innovators will go beyond the confines of specific disciplines and national borders to perform on the global stage and play a leading role in shaping a creative society.

The accelerating creative society

Global society is currently facing numerous complex challenges including pandemic, regional conflicts, and environmental issues. We can no longer rely on existing ways of thinking, values, and established social systems. Furthermore, society has begun to shift dramatically in its structure and function due to digital transformation. In this era of uncertainty and rapid change, a desirable but sustainable society urgently needs to be built centered on digital transformation accelerated through cutting-edge digital technologies. Achieving this requires a “futures literacy” (future-orientated creativity) that envisions a desirable image of what is to come that is unbound by conventional wisdom and customs. We will continue to nurture the next generation of global leaders who can envision and lead the future by engaging in real-world activities to create markets and society through innovation that proposes new values, rather than relying on traditional problem-solving.

At KMD, in order to achieve what we dub “futures literacy,” a method named Dream Driven Design is employed to sketch out the future. In order to bring about disruptive innovation, we utilize a wide range of techniques to iteratively develop and prototype original ideas, a process we refer to as “MAKE”. However, this is just the first step. We also conduct research and then deliver our prototypes to society in the stage we call “DEPLOY.” After deployment, we conduct more research on the actual implementation and social “IMPACT” of outcomes. The entire process is supported by disruptive creativity, which views objects and phenomena from a wide range of perspectives, develops new ideas, expressions, and processes from zero, and produces unique social value.

Seeking social impact

To train media innovators, KMD enacts the sequential process of innovating from zero (ideas), bringing these innovations to market, and creating social impact while balancing theory with practice. We call this a “Real Project,” and these constitute the core of KMD’s activities.

Beyond contributions to academia, our objective is to impact the global creative society by developing new products, services and businesses, formulating new standards, and recommending changes to systems and institutions. For members of KMD to conduct activities at the forefront of their fields as global citizens, KMD uses both English and Japanese as its official languages, and is developing a learning environment aimed at integrating the virtual and physical realms.

In the Real Project, our aims are to foster innovation and to train transnational minds to understand how to facilitate collaboration among regions, identify relevant global commonalities, and adapt ideas and products to local characteristics. Our team brings together a diverse range of specialties and cultural values so that students have the opportunity to learn

and gain practical experience in 21st century-style leadership that will allow them to maximize their potential.

Global leaders who are interculturally competent

In our globalized society, we use the term interculturally competent to refer to a person who understands the unique cultural and economic values of a region, respects the differences among regions, and is able to go beyond the framework of his or her own discipline to collaborate. Persons with intercultural competence must also have the ability to comprehend regionality in addition to intelligence, manners, and competency in English as a lingua franca. Another important credential for leaders is to contribute to activities aimed at realizing a future society that is sustainable from a global perspective. For this reason, KMD has established a number of bases that it operates on its own or in partnership with institutions in Japan and overseas and collaborates on numerous projects with its international partners. Additionally, we offer courses specifically for students to acquire the proficiency in the lingua franca of English that is required to execute projects.

Three literacies for the sake of future society

To create our desirable society in the future, we must aim to achieve digital transformation as created by innovative technologies, societal transformation which can be inspired by new social structures and values, and human transformation by changing how individual people act and what they value. It is imperative to envisage a sustainable society in which nature—including animals, plants, and human beings—and robots or other types of machines can co-exist. Leading this type of social metamorphosis will require three essential skills or “literacies”: future literacy, the ability to visualize and illustrate one’s ideas about the future; innovation literacy, the ability to think outside the box and separate oneself from contemporary systems, mindsets, and common practice; and media literacy, the ability to blend the online world with the physical reality and work in these hybrid spaces. At KMD, students are given practical experiences so that they can build their skills in these three literacies and accompanying mindset.

2. Major and Admission Quota

Program	Major	Admission Quota
Master’s	Media Design	80

- * The above table shows the total quota of people to be admitted in April and September each year by all admissions programs and for all application periods.
- * This guidebook contains “3. General Admissions Program”; “4. Admission Program for Career Professionals”; and “5. Admissions Program for the CEMS Master’s in International Management (CEMS MIM) Programme”.

3. General Admissions Program

3.1. Qualification of Applicants

Applicants are required to fulfill at least one of the following criteria. Please note that a preliminary entrance qualification review (refer to “3.2. Preliminary Entrance Qualification Review”) will be necessary for applicants qualifying for admission under criterion 2 or 7 below.

1. Graduated or expects to graduate from a university in Japan
2. Spent three years or more at a university (or the equivalent) in Japan by the time of enrollment in the master’s program and has achieved or is expected to achieve outstanding academic results as acknowledged by KMD

3. Earned or expects to earn a bachelor's degree from the National Institution for Academic Degrees and Quality Enhancement of Higher Education of Japan
4. Completed or expects to complete 16 years of schooling outside Japan
5. Designated by the Minister of Education, Culture, Sports, Science and Technology of Japan (refer to [MEXT Notice No. 5 of Showa 28](#))
6. Awarded or expects to be awarded a degree equivalent to or higher than a bachelor's degree for the completion of a course requiring three years or more at an overseas university, etc.
7. Acknowledged by KMD to have academic skills equivalent to those of university graduates and is at least 22 years of age at the time of admission

* Applicants who qualify under criterion 2 above should note the following:

A: Periods of "permitted leave of absence" cannot be included in the required enrollment period of three years.

B: Applicants must fulfill the two conditions below to be eligible to apply for the master's program at KMD:

i) Earned more than half the undergraduate credits necessary for graduation at the time of applying to KMD.

This will not include credits earned from Optional Subjects not required for graduation.

ii) Expected to earn approximately three quarters or more of the undergraduate credits necessary for graduation before enrolling at KMD. This will not include credits earned from Optional Subjects not required for graduation.

C: Applicants who pass the entrance examination are required to submit a transcript of academic record (or the equivalent) by the time of admission procedures so that KMD can confirm their results during the period up to admission. If applicants have not attained the number of credits that was expected at the time of the entrance examination or their grades are deemed to be other than exemplary, etc., their qualification for admission may be rescinded.

* Applicants who graduated from or who are advanced course students at a technical college in Japan and for whom criterion 3 is expected to apply, are recommended to be certified for criterion 7 of the application qualifications prior to making an application.

* Applicants intending to apply for the MEXT Scholarship are advised against selecting criterion 5 unless they fulfill the requirements outlined in "MEXT Notice No. 5 of Showa 28". It is recommended to opt for an alternative criterion that aligns more closely with their qualifications.

3.2. Preliminary Entrance Qualification Review

For those wishing to apply under either criterion 2 or criterion 7, your qualifications must be approved in advance. If the applicant intends to apply under any other criteria apart from criterion 2 or criterion 7, the Preliminary Entrance Qualification Review is not necessary. Follow the instructions below for how to submit the necessary documents. Even if you submit documents for the preliminary entrance qualification review, if they are also required as a part of your application documents, you will need to resubmit them.

- **For all required documents:** All files must be converted to PDF format and uploaded through the designated website. The link to the website for uploading your documents is sent on an individual applicant basis. To submit your application documents, first contact the admissions office of the Graduate School of Media Design (KMD) at kmd@info.keio.ac.jp and clearly indicate that you wish to undergo a preliminary review of your application. This

email must be sent within the designated submission period. Do NOT send the required application documents as attachments to your email.

Once you have sent the email above, you will be contacted and given a designated URL to upload your files within 3 days (excluding weekend and holidays). If you do not receive a response from the admissions office within three days of your email (excluding weekends and holidays) please resend your original email.

Once you have been given access to the webpage, please finish uploading all of the required documents within two days (beginning from when you have received the website information). After you have finished uploading the required documents, please contact us again at the email address listed above.

- **For certificates of graduation and transcripts of academic record:** In addition to uploading your certificates of graduation and transcripts online as PDFs, you are also required to mail the original documents to our office. Please send by post (by simplified registered mail or registered express mail from within Japan or by an international courier service that allows packages to be tracked such as FedEx or DHL from overseas) to the Admissions Section of the Graduate School of Media Design at the Hiyoshi Office of Student Services within the submission period (valid if postmarked by the deadline date).

Application Period for the Preliminary Entrance Qualification Review:

Application Period-I: From Monday, March 31 until Friday, April 4, 2025

Application Period-II: From Monday, July 28 until Friday, August 1, 2025

Application Period-III: From Monday, November 10 until Friday, November 14, 2025

Where to Submit (for certificates of graduation and transcripts of academic record):

Admissions Office of Keio University Graduate School of Media Design

4-1-1 Hiyoshi, Kohoku-ku, Yokohama, Kanagawa 223-8526, JAPAN

Tel: +81-(0)45-564-2517

Criteria	Required documents
Criterion 2	Application for Preliminary Entrance Qualification Review*; CV (free format); latest Official Academic Transcript for the undergraduate college or faculty at which you are currently enrolled; latest list of registered subjects for the undergraduate college or faculty at which you are currently enrolled; copy of document verifying acquisition of the credits necessary for graduation (Course Registration Guidelines, School Regulations, etc.).
Criterion 7	Application for Preliminary Entrance Qualification Review*; CV (free format); Certificate of Graduation and Official Academic Transcript from last educational institution attended; résumé of employment history; résumé of research history; documentation by means of which KMD can determine that the applicant has academic skills equivalent to those of university graduates (e.g. list of notable research/work achievements such as theses or works).

* Please download the Application for Preliminary Entrance Qualification Review from the KMD website.

3.3. Application and Screening Schedules

Required subjects held intensively directly after entering KMD are conducted in English for all students.

	Application Period-I	Application Period-II	Application Period-III
Enrollment Periods	September 2025 April 2026	April 2026 September 2026	April 2026 September 2026
Application Period* ¹	April 30 (Wed.) – 11: 59 p.m. on May 8 (Thur.), 2025 (Japan Standard Time)	August 27 (Wed.) – 11: 59 p.m. on September 4 (Thur.), 2025 (Japan Standard Time)	December 3 (Wed.) – 11: 59 p.m. on December 11 (Thur.), 2025 (Japan Standard Time)
Announcement of Results of First Screening * ²	1:00 p.m. on June 10 (Tues.), 2025 (Japan Standard Time)	1:00 p.m. on October 7 (Tues.), 2025 (Japan Standard Time)	1:00 p.m. on January 20 (Tues.), 2026 (Japan Standard Time)
Second Screening	June 21 (Sat.) & 22 (Sun.), 2025	October 18 (Sat.) & 19 (Sun.), 2025	January 31 (Sat.) & February 1 (Sun.), 2026
Announcement of Results of Second Screening * ²	1:00 p.m. on June 24 (Tues.), 2025 (Japan Standard Time)	1:00 p.m. on October 21 (Tues.), 2025 (Japan Standard Time)	1:00 p.m. on February 3 (Tues.), 2026 (Japan Standard Time)

*1 Please refer to “3.5. Application Documents” and “6. Submission of Applications” for details.

*2 Please refer to “7. Announcement of Screening Results” for details.

3.4. Scope of Admissions Program

The First Screening entails a review of the application documents. Applicants’ academic level, enthusiasm for research, research skills, and other factors will be comprehensively assessed based on the submitted documents, especially the Examination Paper (refer to “3.6. Examination Paper”), in determining successful applicants for the First Screening.

The Second Screening will comprise an oral exam for applicants who passed the First Screening. The oral exam assesses language proficiency and will be held in English.

The second screening will be conducted online (Zoom). Details will be provided individually after the results of the First Screening are announced. As a rule, applicants will not be able to change the designated date and time of the Second Screening. Applicants should note the following:

1. Ensure you have a functional web camera, headphones, and microphone set-up. Do not use speakers.
2. Examinees must be alone in the room during the oral examination.
3. The connectivity of your internet environment will be tested in advance (online connectivity test). In principle, please use the same room for the prior connectivity test and the oral examination. However, if there is a special reason for not being able to use the same room, please inform staff of the details in the online connectivity test.

3.5. Application Documents

You are required to upload the data for all your application documents to the Web Entry System. You also need to send the originals for the specified application documents separately by post. For details on how to submit the application documents, please refer to “6. Submission of Applications”.

Please enter your examinee number in the designated place or in the top right of all your application documents. Your examinee number is issued at the time of the online registration (web entry). Please also submit application documents completely prepared in either Japanese or English. Please refer to “3.6. Examination Paper” for the language to be used in the examination paper.

Even if you have already submitted documents for the Preliminary Entrance Qualification Review, these will need to be resubmitted if you are required to submit them as a part of your set of application documents.

Documents to be Submitted	Folder*1	Sending of Original Documents by Post	Notes
ID photo	-	Not required	(1) Please upload to the Web Entry System the image data which fulfills the following conditions. The image should be clear and in full color (no black and white images). The image must show a full front view of the subject's face and shoulders. No hats, photo filters, or distracting backgrounds are allowed. Backgrounds should be a plain white,

			<p>gray, or blue solid tone (no landscapes, curtains, etc.). The image should not be edited or modified using photo software, apps, or other means. The photo must be saved as a JPEG file (file extension: “.jpg”). The file size for the photo must be at least 100 KB but no larger than 5 MB.</p> <p>(2) The following photos are deemed unacceptable. Not facing forward (face tilted away from camera, etc.) / Not plain background (scenery or distracting patterns) / Reflections (face partially obscured due to light reflections on the subject’s face or glasses) / The image is out of focus. / Eyes concealed by the subject’s hair or bangs / Shadow obscuring the subject’s face / Shadows in the background / The subject’s eyes or neck are obscured due to wearing a scarf, sunglasses, or colored contacts. / The photo is zoomed in too close so that parts of the head are not shown. / The photo is zoomed out too far.</p> <p>(3) The uploaded ID photo (image data) will be used as the photo for the student ID card of applicants who pass the entrance examination.</p>
Document verifying payment of application fee (Certificate of Remittance, etc.)	A	Not required	Refer to “6.2. Application Fee”
Certificate of (Expected) Graduation*2	A	<u>Required</u>	<p>(1) Applicants must submit a Certificate of Graduation (or Expected Graduation) verifying that you have graduated (or are scheduled to graduate) from a bachelor’s program by September 21, 2025, for the September 2025 intake, by March 31, 2026, for the April 2026 intake, or by September 21, 2026, for the September 2026 intake.</p> <p>(2) Only original certificates or copies of the original certificates certified by the issuing institution are accepted. However, in cases where only a digital version of the Certificate of (Expected) Graduation is available, submissions in the form of a PDF with authentication or a PDF directly emailed from the issuing institution to kmd-office@adst.keio.ac.jp during the</p>

			<p>application period will be considered.</p> <p>(3) If a certificate cannot be issued, please submit a copy of your diploma certified by the issuing institution.</p> <p>(4) All Certificates of Graduation (or Expected Graduation) from university must be written in Japanese or English. Certificates written in other languages must have a translation and an official Certificate of Translation attesting to its accuracy attached. *3</p> <p>(5) Applicants qualifying for admission under criterion 2 should submit a student registration certificate instead.</p> <p>(6) Applicants qualifying for admission under criterion 3 should submit a Certificate of Bachelor’s Degree (or Expected Bachelor’s Degree) issued by the National Institution for Academic Degrees and Quality Enhancement of Higher Education in Japan.</p> <p>(7) Applicants from universities in mainland China must also submit a Certificate of (Expected) Graduation issued by the higher educational institution attended. The Online Verification Report from CHSI will not be accepted.</p> <p>(8) Please write your examinee number in the upper right-hand margin of the form. If it is a digital certificate, there is no need to write your examinee number.</p>
<p>Certificate of (Expected) Degree</p> <p>*Required if you graduated (or are expected to graduate) from a university outside of Japan.</p>	<p>A</p>	<p><u>Required</u></p>	<p>(1) Applicants must submit a Certificate of Degree (or Expected Degree). However, if the Certificate of Graduation (or Expected Graduation) includes a Certificate of Degree (or Expected Degree) verifying that you have earned (or you are expected to earn) the degree, you do not need to submit a separate Certificate of Degree (or Expected Degree).</p> <p>(2) If a certificate cannot be issued, please submit a copy of your diploma (verifying that you have earned the degree) certified by the issuing institution. However, in cases where only a digital version of the Certificate of (Expected) Degree is available, submissions in the form of a PDF with authentication or a PDF directly emailed from the issuing institution to kmd-office@adst.keio.ac.jp during the application period will be considered.</p> <p>(3) All Certificates of Degree (or Expected Degree) must be written in Japanese or English. Certificates written in other languages must have a translation and an official Certificate of Translation</p>

			<p>attesting to its accuracy attached. *3</p> <p>(4) Applicants from universities in mainland China must also submit a Certificate of (Expected) Degree issued by the higher educational institution attended. The Online Verification Report from CHSI will not be accepted.</p> <p>(5) Please write your examinee number in the upper right-hand margin of the form. If it is a digital certificate, there is no need to write your examinee number.</p>
<p>Official Academic Transcript*2</p>	<p>A</p>	<p><u>Required</u></p>	<p>(1) Only originals or copies of the originals certified by the issuing institution are accepted. However, in cases where only a digital version of the Official Academic Transcript is available, submissions in the form of a PDF with authentication or a PDF directly emailed from the issuing institution to kmd-office@adst.keio.ac.jp during the application period will be considered.</p> <p>(2) Applicants must submit an Academic Transcript from the undergraduate college or faculty they graduated from. Applicants still enrolled in an undergraduate program must submit an Academic Transcript showing courses and grades for the previous semester (or, if not possible, the previous academic year). Applicants qualifying for admission under criterion 2 must submit copies of documents (grade reports, etc.) showing their grades for the previous semester if these grades are not listed on the transcript.</p> <p>(3) Applicants who have graduated (or are expected to graduate) from more than one university and/or graduate school must submit Academic Transcripts from each institution or university.</p> <p>(4) Applicants who are currently enrolled in or who have completed programs at another graduate school must submit Academic Transcripts from both their undergraduate and graduate schools, including for master’s and doctoral programs.</p> <p>(5) Applicants who were or are simultaneously enrolled in more than one educational institution (universities, junior colleges, and such.) due to having transferred, etc., must submit Academic Transcripts from each institution.</p> <p>(6) All official Academic Transcripts must be written in Japanese or English. Academic Transcripts written in other languages must have a translation and an official Certificate of Translation</p>

			<p>attesting to its accuracy attached. *3</p> <p>(7) Applicants from universities in mainland China must also submit an Official Academic Transcript issued by the higher educational institution attended. The Online Verification Report from CHSI will not be accepted.</p> <p>(8) Please write your examinee number in the upper right-hand margin of the form. If it is a digital certificate, there is no need to write your examinee number.</p>
Proof of Language Proficiency	A	Not required	<p>(1) Applicants who are not native English speakers and plan to apply for the 2025 entrance examination (scheduled for April and September 2026 entry) must submit a score from one of the following English proficiency tests: TOEFL, IELTS (Academic), Pearson Test of English Academic (PTE). The scores will be considered in the screening process. If you have a bachelor’s degree entirely taught in English, you will be exempt from submitting the above scores by submitting documentation proving that the program was conducted in English.</p> <p>(2) Persons applying to the CEMS MIM Programme must refer to the Keio CEMS MIM Programme Application Guidebook.</p>
Proof of applicant’s identity *Applicable persons must submit	A	Not required	<p>(1) If your name registered on the Web Entry System differs from the name given on the application documents, please submit documentation verifying that they refer to the same person such as a copy of your family register abstract or a Certificate of Registered Matters. If you are not a Japanese national, please use your name as it appears in your passport. Furthermore, the use of aliases is limited to those that are recorded on your Certificate of Residence.</p>
Examination Paper	B	Not required	Refer to “3.6. Examination Paper”

*1. Please check the additional explanations provided on the KMD website for details on submitting the data for your application documents.

*2. Applicants may submit only one certificate if the “Academic Transcript” and “Certificate of Graduation (or Expected Graduation) from University” are included on the same document.

*3. A Certificate of Translation is a certificate which verifies that a translation accurately reflects the content of the original document. Please inquire at your country’s embassy in Japan or other relevant public bodies to have documents officially certified. Submit Certificates of Translation in either Japanese or English.

3.6. Examination Paper

Complete your Examination Papers and submit them through the Web Entry System:

(I) Statement of Purpose (SoP) and Expertise

(II) Accomplishments

(III) Creative Challenge

Be sure to observe the restrictions stated below regarding the number of document pages and material size.

(I) Statement of Purpose (SoP) and Expertise

Prepare your SoP based on your expertise on one page (maximum length) and include the following:

- Your motivations for applying to the Graduate School of Media Design (KMD)
- What and how you want to solve and accomplish through the master's program based on your expertise
- Your career aspirations upon completion of the master's degree

Please note that your actual research themes in the master's program will be determined after enrollment through consultation with your academic advisor based on their relevancy to various ongoing projects at KMD, so acceptance does not guarantee that you may conduct the research activities that you proposed.

* Important information concerning the Statement of Purpose (SoP)

- Prepare the PDF in an A4 or US letter page format (portrait orientation and horizontal text flow).
- The smallest font that may be used is 11 point.
- A cover sheet is not required. Write your full name and examinee number in the top right corner.
- Examination Papers exceeding the designated number of pages will be deemed invalid and ineligible for screening.
- Must be written in English.

(II) Accomplishments

Submit a maximum of five materials combined that best describe your accomplishments from one or more of the categories listed below. Also submit a maximum of two pages discussing the value of those accomplishments and your contributions (discussion paper on accomplishments).

1. For academic accomplishments: materials that corroborate those accomplishments (papers, conference presentations (including those currently submitted), patents, etc.) Graduate theses are not acceptable.
2. For accomplishments in design, music, art, software/product development, content creation: a portfolio of works.
3. For accomplishments in social activities, business (including internships), cultural activities: materials that corroborate these accomplishments.

* Important information concerning materials

- Please upload all materials as digital data through the Web Entry System.
- Attach a brief explanation in English if the materials/works are in a language other than English.

* Important information concerning discussion paper on accomplishments

- Prepare the PDF in an A4 or US letter page format (portrait orientation and horizontal text flow).
- The smallest font that may be used is 11 point.
- A cover sheet is not required. Write your full name and examinee number in the top right corner.
- Examination Papers exceeding the designated number of pages will be deemed invalid and ineligible for screening.
- Must be written in English.

(III) Creative Challenge

For this Creative Challenge, the focus is on a Japanese proverb: “When the wind blows, the bucket makers prosper.” (風が吹けば桶屋が儲かる). This proverb expresses how a certain event can impact things that, at first glance, seem completely unrelated. Similar proverbs, based on cultural and regional diversity, are “for want of a nail, the kingdom was lost”; “bliss often falls into the hands of an unexpected person”; “it is an ill wind that blows nobody any good”; and “the flapping of the wings of a butterfly can be felt on the other side of the world.”

Introduce an example of a situation that is occurring in our modern world to which this Japanese proverb can be applied. Furthermore, please imagine the impact(s) and describe what kind of creative contribution you can offer in this situation.

This can be approached from any perspective. Please think of completely new and unconventional ideas based on your personal experience and discuss the means and measures you would take to turn your ideas into reality. The Creative Challenge must be limited to three pages, including figures.

* Important information concerning Creative Challenge

- Prepare the PDF in an A4 or US letter page format (portrait orientation and horizontal text flow).
- The smallest font that may be used is 11 point.
- A cover sheet is not required. Write your full name and examinee number in the top right corner.
- Examination Papers exceeding the designated number of pages will be deemed invalid and ineligible for screening.
- Must be written in English.

3.7. Contacting Faculty Members

You may contact the KMD faculty members of your choice regarding your research proposal and other relevant matters before submitting your application (contacting faculty members is not mandatory for application). Please use the contact form on the website below to send a message to faculty members. Note that you cannot contact KMD faculty members after the application period starts.

<https://www.kmd.keio.ac.jp/faculty>

4. Admissions Program for Career Professionals

Applicants for this admission program should have gained three or more years of work experience at a company, government office, research institution, etc., after graduating from or completing an undergraduate or graduate degree program and have a clear awareness of media design issues.

4.1. Qualifications of Applicants

This applies to persons who have graduated from a university or graduate school, and have been employed in a company, government office, research institution, etc., for at least three years at the time of admission.

4.2. Application and Screening Schedules

Refer to “3.3. Application and Screening Schedules.”

4.3. Scope of Admissions Program

Refer to “3.4. Scope of Admissions Program.”

4.4. Application Documents

In addition to the items listed in “3.5. Application Documents,” please submit the following document when applying.

Documents to be Submitted	Folder* ¹	Sending of Original Documents by Post	Notes
Employment History	A	Not required	(1) Please provide a PDF of a summary of your employment history on A4 or letter-size page in a format of your choosing. (2) Please detail any notable research or work achievements. (3) Please write your examinee number in the upper right-hand corner of the document.

*1. Please check the additional explanations provided on the KMD website for details on submitting the data for your application documents.

5. Admissions Program for the CEMS Master's in International Management (CEMS MIM) Programme

This admission program is for persons wishing to join the CEMS MIM Programme. Refer to the CEMS website for further details about the program.

<https://www.ic.keio.ac.jp/en/study/cemsmim/overview.html>

Students enrolled in the KMD master's program who are selected as CEMS MIM Programme participants will study at two CEMS member schools for a period of six months each, completing the master's program in a total of two and a half years. As a rule, applicants need to indicate their wish to participate in the CEMS MIM Programme when applying to the KMD master's program in order to participate. Students admitted in both April and September are eligible to take part. The additional recruitment of a small number of participants from among current students at KMD who were not accepted to the program at the time of admission will also take place.

Accepted applicants may not withdraw from the CEMS MIM Programme.

5.1. Qualifications of Applicants and Application Documents

Refer to the separate document “Keio CEMS MIM Programme Application Guidebook,” available on the KMD website.

5.2. Application and Screening Schedules

Refer to “3.3. Application and Screening Schedules.”

5.3. Scope of Admissions Program

Refer to “3.4. Scope of Admissions Program.”

6. Submission of Applications

6.1. How to Submit the Application Documents

You are required to upload the data for all of your application documents to the Web Entry System. You also need to send the originals for the specified application documents separately by post. Please note that if you only carry out the online registration (web entry) and have an examinee number issued without correctly uploading the data for your application documents or posting the original copies of documents by the deadline, your application may not be completed.

(1) Online registration (web entry) and upload of application document data

Please access the Web Entry System from the below website.

<https://www.kmd.keio.ac.jp/admissions>

Firstly, please enter the required information on the Web Entry System and have your examinee number issued. Next, please pay the application fee, and after writing out your examinee number, etc., on the application documents, please upload the data for all the documents by the deadline via the Web Entry System.

Please be sure to also check the additional explanations provided on the KMD website “Instructions for Application Documents” for details on submitting the data for your application documents.

(2) Postage of specified application documents (originals)

After uploading the data for your application documents, please send from among the application documents original copies of your Certificate of (Expected) Graduation/Completion, Certificate of (Expected) Degree, Official Academic Transcript, and, if an applicant to the CEMS program, a document verifying your language proficiency, in the post by the deadline (valid if postmarked by the deadline).

<Where to Send>

Please post application documents to the following address:

Admissions Office of Keio University Graduate School of Media Design

4-1-1 Hiyoshi, Kohoku-ku, Yokohama, Kanagawa 223-8526, JAPAN

Tel: +81 (0)45-564-2517

1. Applications may not be submitted in person at the Office.
2. Applications must be postmarked by the deadline date. The documents sent after the deadline will not be received.
3. Please post applications by simplified registered express mail or registered express mail from within Japan.
4. Please post applications using an express service which provides tracking such as FedEx or DHL from outside Japan. Please also send an e-mail to the Admissions Office (E-mail: kmd@info.keio.ac.jp) with (1) your examinee number, (2) the name of the express service you have used, and (3) the item number or tracking number.

5. You must write “KMD Admissions” on the envelope in red ink.

6.2. Application Fee

Application inside Japan 35,000 JPY

Application outside Japan* 10,000 JPY

- * Only for non-Japanese applicants residing overseas. Application fees for Japanese nationals overseas or non-Japanese nationals who have obtained a status of residence in Japan for more than three months is 35,000 JPY.

Note that the application fee shown above is applicable for the General Admissions Program; Admissions Program for Career Professionals; and Admissions Program for CEMS Master's in International Management (CEMS MIM) Programme.

[Applicants submitting applications from WITHIN Japan]

1. Please download the designated bank remittance form from the KMD website below. Remit the payment for the application fee to Keio University's designated bank account at the counter of a nearby financial institution (remittances cannot be made from post offices). Please do not remit the payment via an ATM, smartphone, or personal computer. Please note that the bank transfer fee should be paid for by the remitter.

<https://www.kmd.keio.ac.jp/admissions>

Please ensure that you receive a Remittance Receipt and a Certificate of Remittance when remitting the payment for the application fee. Please affix the Certificate of Remittance to the Bank Remittance Form downloadable from the KMD website and submit this form together with your other application documents to the Web Entry System. Retain the Remittance Receipt for safekeeping.

2. We DO NOT accept credit card payments for application fees within Japan.
3. Make sure to confirm the working hours of the banks as they typically close at 3:00 p.m. in Japan. Any late payments will not be accepted.

[Applicants submitting applications from OUTSIDE Japan]

1. We accept credit card payments for application fees from applicants who live overseas. After carrying out the online registration (web entry) and having an examinee number issued, please undergo the payment procedures from the website below. After completing the card payment, please print out or save the completion of payment screen and upload to the Web Entry System together with your other application documents.

<https://www.kmd.keio.ac.jp/admissions>

2. If you do not have a credit card, please purchase an international Postal Money Order (payment location: Tokyo; currency: Japanese Yen) for the stipulated amount. Please enter “Keio University Graduate School of Media Design” for the payee's name and “2-15-45, Mita, Minato-ku, Tokyo” for the payee's address. Please note that all service fees should be paid for by the remitter.

Please purchase the international Postal Money Order at a post office. International money orders may not be available at smaller post offices, so please visit a major branch to make the purchase. Yen-denominated international Postal Money Orders may not be available in some countries or regions. Applicants residing in these countries or regions should purchase International Postal Money Orders in foreign currency (e.g. US dollars) denominations. Please ensure that the money order is made out for the equivalent amount of the application fee in

accordance with the day's over-the-counter customer exchange rate.

Remitters can pick up international Postal Money Orders over the counter from the Postal Service in the U.S. In other countries or regions, the international Postal Money Order is sent directly to KMD and remitters are given a receipt for the same amount. In the latter case, please upload a scanned copy of the receipt together with your application documents. Please retain the original receipt.

Please use a demand draft or remittance check to pay the fee if an international Postal Money Order is not available. If demand drafts are not available in Japanese Yen, please use a demand draft issued in a foreign currency (e.g. US dollars) denomination. Please ensure that the demand draft is made out for the equivalent amount of the application fee in accordance with the day's over-the-counter customer exchange rate.

Western Union is used for remittances from one individual to another. Because the university is unable to cash funds remitted by this method, we ask that you do NOT use Western Union to remit the payment for the application fee.

[Refund of Application Fee]

Application fees will not be refunded in any circumstances.

6.3. Important Information for when Submitting Applications

1. Applications cannot be received after the application period has passed. Additionally, in certain cases applications may not be received for other reasons. A notification e-mail will be sent separately if your application is not received. Applications for which a notification email was not delivered can be regarded as having been received. We do not respond to inquiries regarding the receipt or acceptance/rejection of application documents. Please check the tracking information provided by the courier service used for sending your documents to confirm their arrival. If there are any inquiries regarding the submitted application documents, the admissions office will contact you directly.
2. Be advised that Keio University reserves the right to make inquiries about the validity of submitted documents or application information with official investigative bodies, the educational institution the applicant most recently attended or is currently attending, referees, etc.
3. Should the information provided in the application documents be factually incorrect or any other improprieties be discovered, the applicant will be deemed ineligible for the entrance examination and enrollment. In that case, application or tuition fees, etc. will not be refunded.
4. Please do not submit any documents other than the designated application documents. Recommendation letters cannot be accepted. If you have a referee at the time of applying, please enter his/her details in the field provided on the Web Entry System after getting his/her approval. Referees may be asked to provide information regarding the applicant if necessary. It is not compulsory to enter details for a referee when making an application.
5. Once submitted, documents will not be returned.
6. Applicants requiring special assistance when taking examinations or attending classes due to physical disabilities should contact the Admissions Office of KMD by the last day of the application period.
7. If there is a major disaster and the university deems that a large number of examinees will be affected on the day of the exams, it may, so far as it does not affect the overall operation of the entrance exams, delay the start of all examinations. However, the university will not be responsible for any personal damages or losses suffered by

applicants following this decision. Notifications of any changes to the exam schedule on the day of the exams will be posted on the KMD website:

<https://www.kmd.keio.ac.jp/>

8. Other notifications regarding applications will be posted regularly on the following website, which all applicants must check when submitting their applications:

<https://www.kmd.keio.ac.jp/admissions>

7. Announcement of Screening Results

[Announcement of Results of First Screening]

The results of the First Screening will be announced on the Web Entry System. The detailed information for the Second Screening will be announced at the same time. All results are displayed by examinee number. Inquiries regarding the screening results are not accepted, and feedback will not be provided.

<https://entrance.kmd.keio.ac.jp/entrance.cgi>

[Announcement of Results of Second Screening]

The results of the Second Screening will be announced on the Web Entry System. All results are displayed by examinee number. Inquiries regarding the screening results are not accepted, and feedback will not be provided.

<https://entrance.kmd.keio.ac.jp/entrance.cgi>

It is possible that you may be accepted to KMD but not the CEMS Master's in International Management (CEMS MIM) Programme. In this case, you are still eligible to apply to the additional recruitment for CEMS which may be held after the enrollment at KMD.

8. Admission Procedures

Please ensure that you complete the prescribed procedures by their respective deadlines, as failure to do so will make you ineligible for admission.

8.1. Obtaining Documents for Admission Procedures

The documents for the admission procedures will be sent to you by e-mail approximately three weeks prior to the first date of each admission procedure period listed below (the remittance form for tuition and other fees will be sent by post only to the successful applicants who registered their address in Japan at the time of application). For applicants who chose application period-III for enrollment in April, they will be sent after the announcement of the second screening. Please contact the Admissions Office by e-mail if these documents have still not arrived two weeks prior to the start of the applicable admission procedure period.

8.2. Admission Procedure Periods

[For enrollment in September 2025] From Wednesday, July 9 until Thursday, July 17, 2025

[For enrollment in April 2026] From Wednesday, February 11 until Thursday, February 19, 2026

[For enrollment in September 2026] Details will be provided when the results of the Second Screening are announced.

Please note that in principle changes to the enrollment period are not permitted. However, the Admissions Office may consider postponing the deadline for applicants who have applied for Japanese Government (Monbukagakusho: MEXT)

Scholarships, but who will not be notified of the final selection results before the admission procedures deadline. These applicants must contact the Admissions Office by the start date of admission procedures.

8.3. Submission of Documents for Admission Procedures and Delivery Method

Please mail application documents to the following address:

Admissions Office of Keio University Graduate School of Media Design

4-1-1 Hiyoshi, Kohoku-ku, Yokohama, Kanagawa 223-8526, JAPAN

Tel: +81 (0)45-564-2517

Please post documents using an express service which provides tracking such as FedEx or DHL from outside Japan and simplified registered express mail or registered express mail from within Japan. Please also send an e-mail to the Admissions Office with (1) your examinee number, (2) the name of the express service you have used, and (3) the item number or tracking number if you will send applications from outside Japan.

Documents sent from overseas must arrive by the deadline date, while documents sent from within Japan must be postmarked by the deadline date. You must write "KMD Admissions" on the envelope in red ink.

We do not respond to inquiries regarding the arrival of enrollment documents. Please confirm the arrival using the tracking number provided.

8.4. Documents to be Submitted

Documents to be submitted	Notes
Admissions Procedure Form	Please fill in the required information and submit the designated form.
Certificate of Remittance (of Tuition Fee, etc.) OR Copy of the Transfer Receipt (in case of remittance from outside Japan)	<p>[When completing procedures from WITHIN Japan]</p> <p>(1) Please fill in the required details on the designated remittance form and remit the stipulated amount for tuition and fees at the counter of a financial institution. The remittance form will be sent by post only to the successful applicants who registered their address in Japan at the time of application. *1</p> <p>(2) After remitting the payment, please affix the Certificate of Remittance to the designated form and submit it to the Admissions Office. Please retain the Remittance Receipt for safekeeping.</p> <p>[When completing procedures from OUTSIDE Japan]</p> <p>(1) Please pay the tuition and fees for Keio University to the bank account indicated below. <u>*We cannot accept demand drafts, postal money orders, registered cash by mail or any payment method other than telegraphic transfers.</u></p> <p>(2) <Account Information> Bank name: Sumitomo Mitsui Banking Corporation Branch: Mitadori Branch</p>

Resident" status."	
Certificate of Graduation /Certificate of Degree /Finalized Academic Transcript *Only those who graduated from universities outside of Japan are required to submit Certificate of Degree	<ol style="list-style-type: none"> (1) Applicants who have not yet graduated from the undergraduate program of their university at the time of application should submit a Certificate of Graduation/Degree and finalized Academic Transcript. This is not necessary for applicants from Keio University or for applicants who have already submitted these documents when applying to KMD. (2) Applicants qualifying for admission under criterion 2 should submit their latest Academic Transcript. (3) <u>Please write your examinee number in the upper right-hand margin of the document.</u> (4) If you are unable to obtain certificates or transcripts during the admission procedures period, please make a note of this and the expected date of issue in the Remarks section of the "Admissions Procedures Form". Send the certificates and transcripts by post as soon as they have been issued.
Online Verification Report of Higher Education Qualification Certificate (教育部學歷證書電子註冊備案表) * Only those who graduated from universities in mainland China	<ol style="list-style-type: none"> (1) Those who have graduated from universities in mainland China must also submit an Online Verification Report of Higher Education Qualification Certificate (教育部學歷證書電子註冊備案表). The report must be in English. (2) Register on the Chinese Ministry of Education website <www.chsi.com.cn/xlcx/bgys.jsp> and obtain a report (教育部學歷證書電子註冊備案表) in a PDF file and print it out. Please make sure the validity period of the report is at least 3 months at the time of submission.
Pledge (Nondisclosure Agreement)	<ol style="list-style-type: none"> (1) Please carefully read the content and sign [and date] the form if you agree. (2) Retain "Your Copy" and submit the "University Copy." (3) Leave the section for the student ID number blank.
Consent Release Form Regarding Photographic, Video, and Audio Recordings and Their Use for Educational Purposes	<ol style="list-style-type: none"> (1) Please carefully read the content and sign [and date] the form if you agree. (2) Retain "Your Copy" and submit the "University Copy." (3) Leave the section for the student ID number blank.
Pledge (Security Export Controls under the Foreign Exchange and Foreign Trade Act)	<ol style="list-style-type: none"> (1) Please carefully read the content and sign [and date] the form if you agree.

Other Documents	Applicants from overseas who require Keio University to apply for a Certificate of Eligibility on their behalf must submit the designated forms. *2
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- *1. Please refer to “8.5. Fees Payable upon Admission” and pay the amount stipulated for your admission. Please ensure that there are no errors in the amount printed on the remittance form.
- *2. Information regarding procedures for Certificate of Eligibility will be sent separately. After receiving the information, those who need to undergo the procedures for Certificate of Eligibility will be requested to submit the following documents in digital format:

1. Application for Certificate of Eligibility
2. One photograph (4 cm x 3 cm, color)
3. Proof of Bank Account Balance or Scholarship Award to cover academic fees and expenses for the first two semesters.
4. A copy of your passport showing your name, nationality, photograph, passport number, and passport expiration date.

*Keio University cannot apply for the Certificate of Eligibility on your behalf if your bank balance is less than the total amount of academic fees and expenses for the first two semesters.

*Please see the website of the Immigration Bureau below for more information:

<https://www.moj.go.jp/isa/>

For extensions of period of stay or changes of status, please bring the following documents to the KMD Office after receiving “Notification of Completion of Admission Procedure”. This process cannot be conducted before “Notification of Completion of Admission Procedure” is sent.

1. Application for Extension of Period of Stay and Change of Status
2. Resident Card

*Please also see the website of the Immigration Bureau below for more information:

<https://www.moj.go.jp/isa/>

* Applicants who are qualified for admission under criterion 2 must also submit the following documents:

Documents to be submitted	Notes
Grade Report (s) for previous semester (photocopies acceptable)	(1) If you are unable to obtain grade reports during the admission procedures period, please enter the date by which they can be submitted in the Remarks section of the “Admissions Procedure Form” and send the reports by express registered mail as soon as they have been issued. (2) Please write your examinee number in the upper right-hand margin of the form.
Notice of Withdrawal	(1) Once the Notification of Completion of Admission Procedure arrives, please submit a Notice of Withdrawal to the university in which you are enrolled and send a copy of this, bearing a stamp of receipt from the university, to KMD by express registered mail. (2) Please write your examinee number in the upper right-hand margin of the form.

Certificate of Withdrawal (issued by university)	<p>(1) Promptly submit the Certificate of Withdrawal as soon as it is issued. Applicants enrolled in Keio University do not need to submit a Certificate of Withdrawal.</p> <p>(2) Those accepted for September 2025 enrollment need to submit a Notice of Withdrawal dated September 21, 2025. Those accepted for April 2026 enrollment need to submit a Notice of Withdrawal dated March 31, 2026. Those accepted for September 2026 admission need to submit a Notice of Withdrawal dated September 21, 2026.</p> <p>(3) Please write your examinee number in the upper right-hand margin of the Notice.</p>
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8.5. Fees Payable upon Admission

The fees to be paid can be found at the following link:

<https://www.kmd.keio.ac.jp/admissions>

8.6. Notification of Completion of Admission Procedure

We will send a Notification for Completion of Admission Procedures to applicants who have completed all admission procedures via e-mail. Please contact the Admissions Office by e-mail if the Notification for Completion of Admission Procedures has not arrived within two weeks of the end of the admission procedures period.

8.7. Declining Offers of Admission

In principle, Academic Fees and Expenses cannot be reimbursed. However, all fees will be refunded to persons who have declined an offer of admission in a timely manner by the dates specified below.

Application Period	<ul style="list-style-type: none"> – Deadline for expected September 2025 admission: 3:00 p.m. on Friday, September 19, 2025 – Deadline for expected April 2026 admission: 3:00 p.m. on Tuesday, March 31, 2026 – Deadline for expected September 2026 admission: 3:00 p.m. on Friday, September 18, 2026 <p>*If you will be submitting the documents in the post, please send them by registered mail early enough to ensure that they are delivered <u>by 3:00 p.m. on the deadline date</u>. If you will be submitting the documents in person, please do so <u>by 3:00 p.m. on the deadline date</u>. All times are Japan Standard Time (JST).</p>
Address for Submission	Admissions Office of Keio University Graduate School of Media Design 4-1-1 Hiyoshi, Kohoku-ku, Yokohama, Kanagawa 223-8526, JAPAN
Documents to be submitted	<p>(1) Letter Declining Offer of Admission^{*1}</p> <p>(2) Documents or certificates proving that the Enrollment Fee, etc., was remitted for applicants in Japan or “Remittance payment receipt” for Enrollment Fee, etc. (with financial institution cashier’s stamp) for applicants outside Japan</p>

*1. Please request the Admissions Office to send a form for the Letter Declining Offer of Admission by email.

9. Fund and Contributions

9.1. Keio University Bonds (school bonds) and Keio University Education Promotion Funds (donations)

Keio University Bonds (school bonds)

- 100,000 Yen per unit (your cooperation in donating three or more units would be appreciated)

- Amounts paid to the school bonds will be returned without interest after graduation or course completion, withdrawal of school.

Keio University Education Promotion Funds (donations)

- 30,000 Yen per unit (your cooperation in donating two or more units would be appreciated)

While both are optional, many choose to cooperate as both are used to further enhance Keio University's educational activities. Keio University will send detailed information upon admission.

9.2. Fukuzawa Fund and Koizumi Fund

Fukuzawa Fund, named after Yukichi Fukuzawa, the founder of Keio University, was established in 1961. Having academic advancement and development of competitive scholars as the basic principles, this fund provides extensive support to the research/educational activities carried out by academicians at Keio University. Established in 1967, Koizumi fund honors the achievements and contributions made by Shinzo Koizumi, the 7th president of Keio University, who is also widely known as the tutor of His Majesty the Emperor Emeritus. The fund supports such various educational programs as scholarships, athletic activities, and overseas studies, targeting students enrolled in Keio at all levels. We welcome donations of any amount and any frequency to both/either of these funds for the further advancement of educational and research activities at Keio University. Detailed information shall be sent to you after entering the university.

10. Scholarships

Please refer to the website below for an overview of the scholarships for international students:

<https://www.ic.keio.ac.jp/en/life/scholarship/>

11. Security Export Controls

To ensure that the content of education and research for international students does not interfere with the maintenance of international peace and security, Keio University maintains security export controls based on the Foreign Exchange and Foreign Trade Act. Under these controls, the university confirms in advance whether the permission of the Minister of Economy, Trade and Industry is required before exporting/transferring goods and technologies outside Japan, or before providing international students and researchers in Japan with access to those technologies. As a result, academic or research activities may be restricted, thus students may need to change their academic or research topic as desired.

*For details on security export controls, please refer to the website of the Ministry of Economy, Trade and Industry.

<https://www.meti.go.jp/policy/anpo/englishpage.html>

Contact Information

Admissions Office of Keio University Graduate School of Media Design

Email: kmd@info.keio.ac.jp