

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2024/25**

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**Part I Course Overview**

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| <b>Course Title:</b>   | Multimedia Communication |
| <b>Course Code:</b>  | COM5502                  |
| <b>Course Duration:</b>                                      | One Semester             |
| <b>Credit Units:</b>   | 3                        |
| <b>Level:</b>  | P5                       |
| <b>Medium of Instruction:</b>                                | English                  |
| <b>Medium of Assessment:</b>                                 | English                  |
| <b>Prerequisites:</b><br><i>(Course Code and Title)</i>      | Nil                      |
| <b>Precursors:</b><br><i>(Course Code and Title)</i>         | Nil                      |
| <b>Equivalent Courses:</b><br><i>(Course Code and Title)</i> | Nil                      |
| <b>Exclusive Courses:</b><br><i>(Course Code and Title)</i>  | Nil                      |

## Part II Course Details

### 1. Abstract

This course aims to:

- examine conceptual frameworks for multimedia technology and deliver tutorials on the design, deployment, and administration of innovative multimedia systems for communication purposes.
- challenge students to apply a wide range of global multimedia technologies with specific focus on a) multimedia product creation, b) tools and methods for multimedia project administration, c) leading development for multimedia communication.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

| No. | CILOs   | Weighting<br>(if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) |    |    |
|-----|---|------------------------------|---|----|----|
|     |   |                              | A1  | A2 | A3 |
| 1.  | Develop and produce a multimedia product to solve a specific communication problem  | 40%                          | ✓   | ✓  | ✓  |
| 2.  | Appraise multimedia technology as it applies to local and global settings   | 30%                          | ✓   | ✓  |    |
| 3.  | Demonstrate competence in analyzing and evaluating the practice of multimedia communication in the business organizations | 30%                          | ✓   | ✓  |    |
|     |   | 100%                         |   |    |    |

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

| LTA                         | Brief Description  | CILO No. |   |   | Hours/week (if applicable) |
|-----------------------------|--|----------|---|---|----------------------------|
|                             |  | 1        | 2 | 3 |                            |
| Lectures                    | Students will learn the multimedia communication concepts and the process of creating a multimedia project.      | ✓        |   |   | 1 (for 11 weeks)           |
| Demonstrations              | Students will learn computer multimedia tools and how to design and produce multimedia project with those tools. |          | ✓ |   | 1 (for 10 weeks)           |
| Workshop                    | Students will practice with multimedia tools.  |          | ✓ |   | 1 (for 10 weeks)           |
| Presentation and Discussion | Students will debate, examine, compare, criticize, and discuss real cases on multimedia projects.                |          |   | ✓ | 2 (for 3 weeks)            |

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

| Assessment Tasks/Activities  | CILO No. |   |   | Weighting | Remarks |
|--|----------|---|---|-----------|---------|
|  | 1        | 2 | 3 |           |         |
| Continuous Assessment: 100%  |          |   |   |           |         |
| Class Participation  | ✓        | ✓ | ✓ | 10%       |         |
| Multimedia Project:<br>Students will have to submit and present multimedia project.  | ✓        | ✓ |   | 50%       |         |
| Quiz: A quiz will be administered to test students' understanding of the class contents.   |          | ✓ |   | 15%       |         |
| Short Paper (about 2000 – 3000 words):<br>Students will have to submit and present analysis report on multimedia industry trend and development. |          |   | ✓ | 25%       |         |
| Examination: NA  |          |   |   |           |         |
|  |          |   |   | 100%      |         |

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

| Assessment Task            | Criterion  | Excellent<br>(A+, A, A-) | Good<br>(B+, B, B-) | Fair<br>(C+, C, C-) | Marginal<br>(D) | Failure<br>(F)                    |
|----------------------------|--|--------------------------|---------------------|---------------------|-----------------|-----------------------------------|
| 1. Class and Participation | - Class attendance<br>- Active and voluntary participation in class discussion and activities  | High                     | Significant         | Moderate            | Basic           | Not even reaching marginal levels |
| 2. Multimedia Project      | - Originality and creativity<br>- Theoretical and practical value<br>- Detailed evidence of project planning<br>- Excellent technical, visual and aesthetic quality in design<br>- Effective presentation of final project | High                     | Significant         | Moderate            | Basic           | Not even reaching marginal levels |
| 3. Quiz                    | - Good understanding of course materials   | High                     | Significant         | Moderate            | Basic           | Not even reaching marginal levels |
| 4. Short Paper             | - In-depth evaluation and analysis<br>- Appropriate use of information and ideas<br>- Logical conclusions and/or recommendations<br>- Organization, style and writing  | High                     | Significant         | Moderate            | Basic           | Not even reaching marginal levels |

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

| Assessment Task        | Criterion  | Excellent<br>(A+, A, A-)  | Good<br>(B+, B)   | Marginal<br>(B-, C+, C)   | Failure<br>(F)  |
|------------------------|--|---|---|---|---|
| 1. Class Participation | - Active and voluntary participation in class discussion and activities  | Highly active, constructive, and meaningful participation in and contribution to in-class activities  | Adequate participation in and contribution to in-class activities.  | Moderate participation in and contribution to in-class activities   | No participation and contribution   |
| 2. Multimedia Project  | - Originality and creativity<br>- Theoretical and practical value<br>- Detailed evidence of project planning<br>- Excellent technical, visual and aesthetic quality in design<br>- Effective presentation of final project | Strong evidence of ability to create an original and creative multimedia project with theoretical, practical, technical, and aesthetic values                                       | Adequate evidence of ability to create an original and creative multimedia project with theoretical, practical, technical, and aesthetic values                                       | Some evidence of ability to create an original and creative multimedia project with theoretical, practical, technical, and aesthetic values                                       | Fail to create an original and creative multimedia project with theoretical, practical, technical, and aesthetic values                                       |
| 3. Quiz                | - Good understanding of course materials   | Comprehensive understandings of the course materials  | Adequate understandings of the course materials   | Moderate understandings of the course materials   | Fail to demonstrate basic understandings of the course materials  |
| 4. Short Paper         | - In-depth evaluation and analysis<br>- Appropriate use of information and ideas<br>- Logical conclusions and/or recommendations<br>- Organization, style and writing  | Strong evidence of ability to identify and evaluate the topic/problem by utilizing appropriate information and ideas, drawing logical conclusions, and providing suitable solutions | Adequate evidence of ability to identify and evaluate the topic/problem by utilizing appropriate information and ideas, drawing logical conclusions, and providing suitable solutions | Some evidence of ability to identify and evaluate the topic/problem by utilizing appropriate information and ideas, drawing logical conclusions, and providing suitable solutions | Fail to identify and evaluate the topic/problem by utilizing appropriate information and ideas, drawing logical conclusions, and providing suitable solutions |

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Multimedia Communication, New media, Digital Graphics, Video Editing, Multimedia production, Multimedia project, Digital media, Multimedia processing and development tools

**2. Reading List**

**2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

|    |  |
|----|--|
| 1. | Sloane, Andy (1996). <i>Multimedia Communication</i> . New York: McGraw-Hill.  |
| 2. | England, Elaine & Andy Finney (2002). <i>Multimedia: Project Management for Interactive Media</i> (3rd ed.). Addison-Wesley. |

**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

|    |   |
|----|---|
| 1. | Strauss, Roy (1997). <i>Managing Multimedia Projects</i> .  |
| 2. | Button, Bryce (2002). <i>Nonlinear Editing Storytelling, Aesthetics, &amp; Craft</i> . CMP Books.               |
| 3. | Chapman, Nigel & Jenny Chapman (2004). <i>Digital Multimedia</i> (2 <sup>nd</sup> ed.). John Wiley & Sons, Ltd. |