COM5509: DIGITAL VISUAL MEDIA

Effective Term
Semester B 2024/25

Part I Course Overview

Course Title
Digital Visual Media

Subject Code
COM - Media and Communication
Course Number
5509

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
P5, P6 - Postgraduate Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract
The course aims to educate students in both the MA in Communication and New Media and MA in Integrated Marketing Communication programs to design, produce and disseminate digital visual media works for the rapidly developing

industries in this region and in the world. Students will learn the aesthetics and cultural orientations of the digital visual media in the age of streaming and ubiquitous social media platforms. They will also acquire an understanding of the professional skills in various digital visual representations, such as photography, videography, typography, sound engineering, etc. Through lectures, case-based and project-based learning, students will create digital works such as artistic, promotional/corporate videos, television commercials, trailers, or short documentaries.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate the ability to analyse the trend of digital visual media.				x
2	Explain the theoretical and aesthetic principles of digital visual media.			x	
3	Produce and edit photographs that meet professional benchmark.		x	x	
4	Produce and edit creative videos and sound engineering that meet contemporary benchmark.		x	x	x
5	Disseminate creative digital visual works on or off line.		x	x	x

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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures and exercises	Class lectures and discussion on the development, aesthetics and social impact of digital visual media – in an interactive manner.	1, 2, 3, 4, 5	2 hours/week
2	Individual assignments	Students produce individual works in digital photography, sound engineering and videography.	1, 2, 3, 4, 5	2 hours/week for 8 weeks

3	Group projects	Students produce and disseminate industry-standard works, such as timelapse videos, promotional videos, television commercials, visual newscasts, or short documentaries.	1, 2, 3, 4, 5	3 hours/week for 9 weeks

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class participation and exercises	1, 3, 4	20	
2	Individual assignments	2, 3, 5	30	
3	Group project	1, 2, 4, 5	50	

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

1. Class participation and exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to analyse and critique digital visual media development and aesthetics

Excellent

(A+, A, A-) Demonstrated excellent ability to analyse and critique theories, aesthetics and development of the digital visual media

Good

(B+, B, B-) Demonstrated good ability to analyse and critique theories, aesthetics and development of the digital visual media

Fair

(C+, C, C-) Demonstrated basic ability to analyse and critique theories, aesthetics and development of the digital visual media

Marginal

(D) Demonstrated flawed ability to analyse and critique theories, aesthetics and development of the digital visual media

Failure

(F) Lack of ability to analyse and critique theories, aesthetics and development of the digital visual media

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Assessment Task

2. Individual assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to approach and produce individual digital visual media works creatively and professionally

Excellent

(A+, A, A-) Demonstrated ability to produce digital visual media works that present meaningful ideas, strong structures, appropriate and well executed visual techniques

Good

(B+, B, B-) Demonstrated ability to produce digital visual media works that present mediocre ideas but strong structures, appropriate and well executed visual techniques

Fair

(C+, C, C-) Demonstrated ability to produce digital visual media works that present fair ideas and weak structures, appropriate and well executed visual techniques

Marginal

(D) Demonstrated ability to produce digital visual media works that present poor ideas and very weak structures, appropriate and bearly executed visual techniques

Failure

(F) Demonstrated poor ideas and poor structures and visual techniques; failing to submit assignments

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Assessment Task

3. Group project and presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to produce major industry-standard digital visual media works and deliver them through online or offline channels

Excellent

(A+, A, A-) Demonstrated ability to produce major digital visual media works that present meaningful ideas, strong structures, appropriate and well executed visual techniques; and that are up to industry-standard for broadcasting and online delivery

Good

(B+, B, B-) Demonstrated ability to produce major digital visual media works that present only mediocre ideas but strong structures, appropriate and well executed visual techniques

Fair

(C+, C, C-) Demonstrated ability to produce major digital visual media works that present only mediocre ideas but strong structures, appropriate and well executed visual techniques

Marginal

(D) Demonstrated ability to produce major digital visual media works that present only weak ideas and structures, appropriate and bearly executed visual techniques

Failure

(F) Demonstrated poor ideas and poor structures and visual techniques; failing to submit assignments

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Assessment Task

1. Class participation and exercises (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to analyse and critique theories, aesthetics and development of the digital visual media

Excellent

(A+, A, A-) Demonstrated excellent ability to analyse and critique theories, aesthetics and development of the digital visual media

Good

(B+, B) Demonstrated good ability to analyse and critique theories, aesthetics and development of the digital visual media

Marginal

(B-, C+, C) Demonstrated basic and flawed ability to analyse and critique theories, aesthetics and development of the digital visual media

Failure

(F) Lack of ability to analyse and critique theories, aesthetics and development of the digital visual media

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Assessment Task

2. Individual assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to approach and produce individual digital visual media works creatively and professionally

Excellent

(A+, A, A-) Demonstrated ability to produce digital visual media works that present meaningful ideas, strong structures, appropriate and well executed visual techniques

Good

(B+, B) Demonstrated ability to produce digital visual media works that present mediocre ideas but strong structures, appropriate and well executed visual techniques

Marginal

(B-, C+, C) Demonstrated ability to produce digital visual media works that present poor ideas and weak structures, appropriate and well executed visual techniques

Failure

(F) Demonstrated poor ideas and poor structures and visual techniques; failing to submit assignments

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Assessment Task

3. Group project and presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to produce major industry-standard digital visual media works and deliver them through online or offline channels

Excellent

(A+, A, A-) Demonstrated ability to produce major digital visual media works that present meaningful ideas, strong structures, appropriate and well executed visual techniques; and that are up to industry-standard for broadcasting and online delivery

Good

(B+, B) Demonstrated ability to produce major digital visual media works that present only mediocre ideas but strong structures, appropriate and well executed visual techniques

Marginal

(B-, C+, C) Demonstrated ability to produce major digital visual media works that present only mediocre ideas but strong structures, appropriate and well executed visual techniques

Failure

(F) Demonstrated poor ideas and poor structures and visual techniques; failing to submit assignments

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Part III Other Information

Keyword Syllabus

digital visual media, digital photography, digital audiography, digital videography, creative story telling, professional visual production

Reading List

Compulsory Readings

	Title
1	Anna Bentkowska-Kafel et al. (eds.)(2009) Digital visual culture – theory and practice. University of Chicago Press: 1427 E. 60th Street Chicago, IL 60637 USA [http://press.uchicago.edu/ucp/books/book/distributed/D/bo6921727.html]
2	Scott Kelby(2008). The digital photography book: v2 [http://www.bookdepository.com/book/9780321524768?redirected=true&gclid=CjwKEAiAoIK1BRCRiMqphvnlwlwSJAAOebPMVcJVaho-btCb17o2TxYmy7kXjiFS5CV-3zLS9yq7-xoCrkvw_wcB]
3	Sonja Schenk & Ben Long(2011). Digital filmmaking handbook, 2nd edition. [https://www.goodreads.com/book/show/10611540-the-digital-filmmaking-handbook]

Additional Readings

	Title
1	Maxim Jago(2015). Adobe Premiere CC classroom in a book. [http://www.adobepress.com/store/adobe-premiere-pro-cc-classroom-in-a-book-2015-release-9780134309989]