

**City University of Hong Kong
Course Syllabus**

**offered by School of Creative Media
with effect from Semester A 2017 /18**

Part I Course Overview

Course Title: Introduction to Digital Media

Course Code: GE1130

Course Duration: One semester

Credit Units: 3

Level: A1/B1

Proposed Area: Arts and Humanities
(for GE courses only) Study of Societies, Social and Business Organisations
 Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites: Nil
(Course Code and Title)

Precursors: Nil
(Course Code and Title)

Equivalent Courses: Nil
(Course Code and Title)

Exclusive Courses:

- *This course is opened for all students except SCM students.*
- *SM3611 New Media for Installation, Events and Performance*

(Course Code and Title)

Part II Course Details

1. Abstract

(A 150-word description about the course)

In the age of digital revolution, everyone is focusing on digital media and technology, such as internet, video and audio streaming, web 2.0, 3G computer networks, media art, e-learning, mobile media, digital marketing, human-computer interface (HCI) ...etc.

As a new generation of learners, we should have a good understanding on digital media, principles of user interface design, production planning, production skill, prototype design and development of interactive media.

This course covers practical learning in video production and prototype design/multimedia project with various types of human computer interaction techniques (sensors, motion capture, augmented reality etc.) and application systems (interactive installation, media art, game development, sound-mixing..... etc).

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* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Understand the theories and principles of user interface design, interactive installation and physical computing;		✓		
2.	Understand the interactive technology for creative, theatre, dance, musicals, exhibition, marketing, entertainment, performance and social purposes		✓		
3.	To demonstrate professional competence in areas such as digital image, video production.....etc			✓	
4.	To understand the digital media production process (Analysis, Design, Development, Testing and Publish)			✓	
5.	Associate, combine and integrate knowledge from different disciplines (e.g. mathematics, sciences, literature etc) into course assignments				✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

^ Negotiated Learning Outcome (NLO) explicitly articulating the elements of Discovery oriented learning.

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 self-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. Teaching and Learning Activities (TLAs)

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

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Lecture	Demonstration lectures: introduce the digital media types	✓	✓	✓	✓			
Visit Exhibition	Visit to various media art exhibition.		✓					
Group Project	Learning video production, such as storyboard development, camera shots/movement, visual effect, editing.....etc.			✓		✓		
Group Project	Develop a conceptual/theoretical framework on interaction design (e.g. Concept Map, Persona, UI Prototyping, Wireframe Design...etc.).	✓	✓		✓			
Group Project	Prototype design, develop concepts and visual simulations for interactive application.				✓	✓		

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	4	5	6		
Continuous Assessment: 100%								
Video Production			✓		✓		25%	
Project Proposal/Prototype Design		✓	✓	✓	✓		35%	
Self-Reflection Report/Exhibition Review	✓	✓			✓		30%	
Class Participation	✓	✓			✓		10%	
Examination: 0% (duration: , if applicable)								
* The weightings should add up to 100%.							100%	

5. Assessment Rubrics

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

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Video Production	Story Development (Originality, Character, Scene, Creativity) Visual Design (Style, Composition, Color, Image, Video & Sound) Video Effect (e.g. Stop Motion, Time Lapse, Transition Effect) Camera Shots/Movement	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Project Proposal/Prototype Design/Self-Reflection Report/Exhibition Review	Strong evidence of understanding and implementation digital media; evidence of demonstrating excellent synthesis of all the digital media types, media art, media production and	High	Significant	Moderate	Basic	Not even reaching marginal levels

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
	internet technology; demonstrates excellent ability in using the computer software to create digital contents					

Note: All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

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.)

- Digital Media
- Video Production
- Storyboard Development
- Camera Shot/Movement
- Prototype Design
- Interactive Media
- Human-Computer Interaction (HCI)

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.	R. Klaten, S. Ehmman, L. Feireiss (2011) A Touch of Code: Interactive Installations and Experiences
2.	Ben Shneiderman, Catherine Plaisant, Maxine Cohen, Steven Jacobs (2009) Designing the User Interface: Strategies for Effective Human-Computer Interaction (5th Edition)

2.2 Additional Readings

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

1.	Noah Wardrip-Fruin and Nick Montfort (editors) <i>The New Media Reader</i> (MIT Press, 2003)
2.	Nigel Chapman and Jenny Chapman <i>Digital Multimedia</i> (2009)
3.	Douglas E. Comer <i>The Internet Book: Everything You Need to Know About Computer Networking and How the Internet Works (4th Edition)</i> (2006)
4.	Jason Beaird - <i>The Principles of Beautiful Web Design</i> , 2nd Edition (Dec 5, 2010)
5.	Henry Jenkins (Author) <i>Convergence Culture: Where Old and New Media Collide</i> (2008)
6.	Learning Processing, Second Edition: A Beginner's Guide to Programming Images, Animation, and Interaction (The Morgan Kaufmann Series in Computer Graphics) 2nd Edition by Daniel Shiffman (2015)
7.	Jeff Johnson PhD <i>Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules</i> (2010)
8.	John Maeda <i>The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)</i> (2006)
9.	Creative Applications Network http://www.creativeapplications.net/

- A. Please specify the Gateway Education Programme Intended Learning Outcomes (is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:
- B.

GE PILO	Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)
PILO 1: Demonstrate the capacity for self-directed learning	CILO1, 2, 3
PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology	CILO2 and 5
PILO 3: Demonstrate critical thinking skills	
PILO 4: Interpret information and numerical data	CILO 3 and 5
PILO 5: Produce structured, well-organised and fluent text	CILO3
PILO 6: Demonstrate effective oral communication skills	
PILO 7: Demonstrate an ability to work effectively in a team	CILO 4-5
PILO 8: Recognise important characteristics of their own culture(s) and at least one other culture, and their impact on global issues	
PILO 9: Value ethical and socially responsible actions	
PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation	CILO 3 and 5

GE course leaders should cover the mandatory PILOs for the GE area (Area 1: Arts and Humanities; Area 2: Study of Societies, Social and Business Organisations; Area 3: Science and Technology) for which they have classified their course; for quality assurance purposes, they are advised to carefully consider if it is beneficial to claim any coverage of additional PILOs. General advice would be to restrict PILOs to only the essential ones. (Please refer to the curricular mapping of GE programme: http://www.cityu.edu.hk/edge/ge/faculty/curricular_mapping.htm.)

- C. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.

Project proposal and prototype design for facilitating communications, capturing decisions, and stimulating innovation.