

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester A 2022/23**

Part I Course Overview

Course Title:	Multimedia Communication
Course Code:	COM5502
Course Duration:	One Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	Nil
Exclusive Courses: <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 (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 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	
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: 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): 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 in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (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 - Theoretical and practical value - Detailed evidence of project planning - Excellent technical, visual and aesthetic quality in design - 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 - Appropriate use of information and ideas - Logical conclusions and/or recommendations - 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

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class and Participation	<ul style="list-style-type: none"> - Class attendance - Active and voluntary participation in class discussion and activities 	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Multimedia Project	<ul style="list-style-type: none"> - Originality and creativity - Theoretical and practical value - Detailed evidence of project planning - Excellent technical, visual and aesthetic quality in design - Effective presentation of final project 	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Quiz	<ul style="list-style-type: none"> - Good understanding of course materials 	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Short Paper	<ul style="list-style-type: none"> - In-depth evaluation and analysis - Appropriate use of information and ideas - Logical conclusions and/or recommendations - Organization, style and writing 	High	Significant	Moderate	Basic	Not even reaching marginal levels

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, & Craft</i> . CMP Books.
3.	Chapman, Nigel & Jenny Chapman (2004). <i>Digital Multimedia</i> (2 nd ed.). John Wiley & Sons, Ltd.