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:	Dynamic Web Communication
Course Code:	COM5503
Course Duration:	One Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: *(Course Code and Title)*	Nil
Precursors: *(Course Code and Title)*	Nil
Equivalent Courses: *(Course Code and Title)*	Nil
Exclusive Courses: *(Course Code and Title)*	Nil

Part II   Course Details

1.   Abstract

This course provides hands-on training on the retrieval, organization, and updating of online database for communication purposes. It provides opportunities for students to be exposed to a wide range of strategies and skills for the design, administration, and evaluation of interactive websites, including data structure and format, user interface, report generation, and security system. With the technical foundations built, the students are expected to develop conceptual and operational skills to discover and implement effective and innovative strategies of interactive 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.	Discover and evaluate the strengths and weaknesses of the existing approaches used in various communication industries to the storage, retrieval, delivery and administration of information for internal and external purposes.	25%	✓		
2.	Design innovative and dynamic (i.e. database-enabled) websites that include user interface, backend database, and other relevant components.	50%	✓	✓	
3.	Deploy and administrate dynamic websites with an emphasis on information content, user accounts, security mechanism, and other key issues.	25%	✓	✓	
		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	Lectures on the principles and concepts involved in database technologies and design	✓			1 (for 12 weeks)
Tutorials	Tutorials in which students will practice the skills involved in database design		✓	✓	1.5 (for 12 weeks)
In-class activities	In-class discussions and case studies	✓	✓	✓	0.5 (for 12 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%					
Exercises	✓	✓		30%	
Website Construction		✓		50%	
Website Administration and Report			✓	20%	
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. Exercises	Ability to demonstrate the mastering of programming and database design skills taught	Strong evidence of mastering the programming and database design skills taught	Adequate evidence of mastering the programming and database design skills taught	Some evidence of mastering the programming and database design skills taught	Fail to show evidence of mastering the programming and database design skills taught
2. Website Construction	Ability to construct a website which demonstrates the understanding of principles of dynamic website and their applications	Strong evidence of understanding the principles of dynamic website and their applications	Adequate evidence of understanding the principles of dynamic website and their applications	Some evidence of understanding the principles of dynamic website and their applications	Fail to show evidence of understanding the principles of dynamic website and their applications
3. Website Administration and Report	Ability to demonstrate the mastering of dynamic website management skills taught	Strong evidence of mastering the dynamic website management skills taught	Adequate evidence of mastering the dynamic website management skills taught	Some evidence of mastering the dynamic website management skills taught	Fail to show evidence of mastering the dynamic website management skills taught

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. Exercises	Ability to demonstrate the mastering of programming and database design skills taught	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Website Construction	Ability to construct a website which demonstrates the understanding of principles of	High	Significant	Moderate	Basic	Not even reaching marginal levels

	dynamic website and their applications					
3. Website Administration and Report	Ability to demonstrate the mastering of dynamic website management skills taught	High	Significant	Moderate	Basic	Not even reaching marginal levels

More specific grading criteria for selected assessment tasks/activities are as follows:

Website construction:
-   High relevance to communication needs in real life
-   Informative and user-friendly interface
-   Basic database-supported functionality (search, insert, update, deletion)
-   Close integration between interface and database functions

Website administration and report:
-   Detailed analysis of market needs and intended users
-   Clear identification of central theme and specific features
-   Practical plans for deployment, maintenance and update
-   Through documentation of the design process

Weighting of the different criteria and other details will be given to the students during class.

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.)

   Dynamic websites for communication, functions of online database in media industries, stand-alone versus networked database, information retrieval and organization, search strategies, data structure, user interface, user experience, user authentication, information security.

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.)

2.2   Additional Readings

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

1.	Luke Welling and Laura Thomson, PHP and MySQL Web Development, 4/E
2.	HTML Tutorial http://www.w3schools.com/html/default.asp
3.	Official PHP Manual http://php.net/manual/en/index.php
4	PHP MySQL Database http://www.w3schools.com/php/php_mysql_intro.asp