

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester B 2023/24**

**Part I Course Overview**

<b>Course Title:</b>	<b>Digital Visual Media</b>
<b>Course Code:</b>	<b>COM5509</b>
<b>Course Duration:</b>	<b>1 Semester</b>
<b>Credit Units:</b>	<b>3</b>
<b>Level:</b>	<b>P5</b>
<b>Medium of Instruction:</b>	<b>English</b>
<b>Medium of Assessment:</b>	<b>English</b>
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	<b>Nil</b>
<b>Precursors:</b> <i>(Course Code and Title)</i>	<b>Nil</b>
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	<b>Nil</b>
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	<b>Nil</b>

## Part II Course Details

### 1. Abstract

The course aims to train 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, audiography, and on/off-line dissemination. Through coaching and tutorials, students will produce artistic and industry-standard works, such as timelapse videos, promotional/corporate videos, television commercials, trailers, and short documentaries.

### 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.	Demonstrate the ability to analyse the trend of digital visual media in the world.				√
2.	Explain the theoretical and aesthetic principles of digital visual media.			√	
3.	Produce and edit industry-standard digital photography.		√	√	
4.	Produce and edit industry-standard creative videography and audiography		√	√	√
5.	Disseminate creative digital visual works on or off line.		√	√	√
		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 CIOs.)

TLA	Brief Description	CISO No.					Hours/week (if applicable)
		1	2	3	4	5	
Lectures and tutorials	Class lectures and discussion on the development, aesthetics and social impact of digital visual media – in an interactive manner.	√	√	√	√	√	2 hours/week
Individual assignments	Students produce individual products in digital photography, audiography and videography.	√	√	√	√	√	2 hours/week for 8 weeks
Group projects	Students produce and disseminate industry-standard works, such as timelapse videos, promotional videos, television commercials, visual newscasts, and short documentaries.	√	√	√	√	√	3 hours/week for 9 weeks

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

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

Assessment Tasks/Activities	CISO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 100%							
Class participation and tutorial tasks	√		√	√		20%	
Individual exercises		√	√		√	30%	
Group project	√	√		√	√	50%	
Examination: ____% (duration: _____, if applicable)							
						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 and tutorial tasks	Ability to analyse and critique theories, aesthetics and development of the digital visual media	Demonstrated excellent ability to analyse and critique theories, aesthetics and development of the digital visual media	Demonstrated good ability to analyse and critique theories, aesthetics and development of the digital visual media	Demonstrated basic and flawed ability to analyse and critique theories, aesthetics and development of the digital visual media	Lack of ability to analyse and critique theories, aesthetics and development of the digital visual media
2. Individual exercises	Ability to approach and produce individual digital visual media works creatively and professionally	Demonstrated ability to produce digital visual media works that present meaningful ideas, strong structures, appropriate and well executed visual techniques	Demonstrated ability to produce digital visual media works that present mediocre ideas but strong structures, appropriate and well executed visual techniques	Demonstrated ability to produce digital visual media works that present poor ideas and weak structures, appropriate and well executed visual techniques	Demonstrated poor ideas and poor structures and visual techniques; failing to submit assignments
3. Group project and presentation	Ability to produce major industry-standard digital visual media works and deliver them through online or offline channels	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	Demonstrated ability to produce major digital visual media works that present only mediocre ideas but strong structures, appropriate and well executed visual techniques	Demonstrated ability to produce major digital visual media works that present only mediocre ideas but strong structures, appropriate and well executed visual techniques	Demonstrated poor ideas and poor structures and visual techniques; failing to submit assignments

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 participation and tutorial tasks	Ability to analyse and critique digital visual media development and aesthetics	Demonstrated excellent ability to analyse and critique theories, aesthetics and development of the digital visual media	Demonstrated good ability to analyse and critique theories, aesthetics and development of the digital visual media	Demonstrated basic ability to analyse and critique theories, aesthetics and development of the digital visual media	Demonstrated flawed ability to analyse and critique theories, aesthetics and development of the digital visual media	Lack of ability to analyse and critique theories, aesthetics and development of the digital visual media
2. Individual exercises	Ability to approach and produce individual digital visual media works creatively and professionally	Demonstrated ability to produce digital visual media works that present meaningful ideas, strong structures, appropriate and well executed visual techniques	Demonstrated ability to produce digital visual media works that present mediocre ideas but strong structures, appropriate and well executed visual techniques	Demonstrated ability to produce digital visual media works that present fair ideas and weak structures, appropriate and well executed visual techniques	Demonstrated ability to produce digital visual media works that present poor ideas and very weak structures, appropriate and barely executed visual techniques	Demonstrated poor ideas and poor structures and visual techniques; failing to submit assignments
3. Group project and presentation	Ability to produce major industry-standard digital visual media works and deliver them through online or offline channels	Demonstrated ability to produce major digital visual media works that present meaningful ideas, strong structures, appropriate and well executed	Demonstrated ability to produce major digital visual media works that present only mediocre ideas but strong structures, appropriate and well executed	Demonstrated ability to produce major digital visual media works that present only mediocre ideas but strong structures, appropriate and well executed	Demonstrated ability to produce major digital visual media works that present only weak ideas and structures, appropriate and barely executed visual techniques	Demonstrated poor ideas and poor structures and visual techniques; failing to submit assignments

		visual techniques; and that are up to industry-standard for broadcasting and online delivery	visual techniques	visual techniques		
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**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 visual media, digital photography, digital audiography, digital videography, creative story telling, professional visual production

**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.	Anna Bentkowska-Kafel et al. (eds.)(2009) <i>Digital visual culture – theory and practice</i> . University of Chicago Press: 1427 E. 60th Street Chicago, IL 60637 USA [ <a href="http://press.uchicago.edu/ucp/books/book/distributed/D/bo6921727.html">http://press.uchicago.edu/ucp/books/book/distributed/D/bo6921727.html</a> ]
2.	Scott Kelby(2008). <i>The digital photography book: v2</i> [ <a href="http://www.bookdepository.com/book/9780321524768?redirected=true&amp;gclid=CjwKEAiAoIK1BRcRiMqphvnlwlsJAAOebPMVcJVaho-btCb17o2TxYmy7kXjiFS5CV-3zLS9yq7-xoCrkvw_wcB">http://www.bookdepository.com/book/9780321524768?redirected=true&amp;gclid=CjwKEAiAoIK1BRcRiMqphvnlwlsJAAOebPMVcJVaho-btCb17o2TxYmy7kXjiFS5CV-3zLS9yq7-xoCrkvw_wcB</a> ]
3.	Sonja Schenk & Ben Long(2011). <i>Digital filmmaking handbook</i> , 2 <sup>nd</sup> edition. [ <a href="https://www.goodreads.com/book/show/10611540-the-digital-filmmaking-handbook">https://www.goodreads.com/book/show/10611540-the-digital-filmmaking-handbook</a> ]

**2.2 Additional Readings**

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

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