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 Practicum

Course Code: COM5605

Course Duration: 1 Semester

Credit Units: 3

Level: P5

**Medium of
Instruction:**   English and Chinese

**Medium of
Assessment:**   English and Chinese

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 aims to teach students the practice of multimedia production and project operation. It allows students to participate in the production of media production in different forms and operation of real-world media outlets.   It teaches and encourages students to develop and demonstrate abilities to discover and develop innovative technologies and means in multimedia communication.   Students will select and work on one or more of the following types of multimedia production:

1) production of digital magazines/publications for the Web and such mobile devices as the iPhone and iPad;
2) digital photography and digital graphic design and production;
3) production of high-definition and ultra definition TV and 3D programs and video projects;
4) production of digital radio programming;
5) setting up and managing omni-media websites;
6) production of TV commercials and advertisements with all digital media technologies.

Students will learn and apply the related skills in media content production and distribution on various multimedia platforms. The scope of the work involved and the multimedia production the students engage in will be more extensive than the traditional media and will be beneficial to the students in gaining working experience in multimedia production and project management in real-world media settings. Students will work as media professionals on different positions in multimedia outlets, use the digital audio and video equipment to gather information, process information, edit the information into different types of media messages, produce media content in the Chinese and international contexts, and distribute the information through appropriate media outlets. Students will deal with real-life issues and challenges in the multimedia production business and discover and develop innovative communication solutions to various multimedia content presentation and delivery. As any professional media organization would require, students are expected to produce timely and proficient products in various media formats.

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 knowledge and skills of information gathering and multimedia production		✓	✓	✓
2.	Demonstrate knowledge and skills of working with one or more digital platforms to create and produce multimedia content		✓	✓	✓
3.	Use computer and related software to process text, audio and visual information and produce multimedia information packages		✓	✓	✓
4.	Use digital editing software to create digital content to be distributed through different media outlets		✓	✓	✓
5.	Produce digital text information in Chinese and English in line with the professional standard of media industry		✓	✓	✓
6.	Produce information packages such as television newscast, E-magazine, online radio broadcast of professional quality that are acceptable for broadcasting and publication through media outlets		✓	✓	✓
		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	4	5	6	
Lectures	Lectures on information gathering and processing for multimedia production through first-hand practice	✓	✓					Throughout the class
Lectures and class discussions	Lectures and class discussions on how to work as a project manager, editor and producer in a media organization or in a multimedia outlet	✓	✓					Throughout the class
Multimedia project	Assignments on producing a multimedia project as a project manager, editor and producer in a media organization or in a multimedia outlet	✓	✓			✓		Throughout the class
Exercises	Exercises on processing text, audio and visual information, editing and producing an information package for broadcasting and publication through a specific media outlet			✓	✓	✓	✓	Throughout the class
Exercises	Exercises on producing message for specific media outlet(s) in Chinese and English					✓		Throughout the class
Lectures and discussions	Lectures and discussions on how to operate a multimedia project for different media outlets and the discovery and development of innovative solutions to various multimedia content presentation and delivery						✓	Throughout the class

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%								
Information package and multimedia production critiques	✓	✓					10%	
Text and video information processing and editing for digital media outlets	✓	✓			✓		20%	
Audio and Visual effects used in multimedia information production			✓	✓			10%	
Text information writing and editing for specific media outlet(s) in Chinese and English					✓		20%	50% of the writing exercise assessment will use Chinese
Multimedia information package production			✓	✓	✓	✓	40%	50% of the newscast assessment will use Chinese
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. Information package and multimedia production critiques	1.1 Ability to critically evaluate multimedia products 1.2 Ability to explain and present critiques	Demonstrated excellent ability to analyse and critique theories and aesthetics of information packages and advanced multimedia production	Demonstrated good ability to analyse and critique theories and aesthetics of information packages and advanced multimedia production	Demonstrated flawed ability to analyse and critique theories and aesthetics of information packages and advanced multimedia production	Lack of ability to analyse and critique theories and aesthetics of information packages and advanced multimedia production
2. Text and video information processing and editing for digital media outlets	2.1 Ability to gather textual information and shoot high-quality video; and to edit them for various digital media	Demonstrated ability to effectively gather textual information and shoot high-quality video; and to edit them for various digital media	Demonstrated ability to gather basic textual information and shoot mediocre video; and to edit them for various digital media	Demonstrated weak ability to gather textual information and shoot video; and to edit them for various digital media	Lack of ability to gather textual information and shoot high-quality video; and to edit them for various digital media
3. Audio and visual effects used in multimedia information production	3.1 Ability to apply audio and visual effects to multimedia products properly and professionally by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve	Demonstrated ability to apply audio and visual effects to multimedia products properly and professionally by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve	Demonstrated ability to apply audio and visual effects to multimedia products in a mediocre fashion by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve	Demonstrated ability to apply audio and visual effects to multimedia products in a fairly flawed fashion by using such software as Adobe Premiere, After Effects, and Davinc	Lack of bility to apply audio and visual effects to multimedia products properly and professionally by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve

4. Text information writing and editing for specific media outlet(s)	4.1 Ability to write up and edit informative, accurate and interesting texts for multimedia products	Demonstrated ability to write up and edit informative, accurate and interesting texts for multimedia products	Demonstrated ability to write up and edit basic texts for multimedia products	Demonstrated ability to write up and edit flawed texts for multimedia products	Demonstrated ability to write up and edit texts for multimedia
5. Multimedia information package production	5.1 Abililty to integrate multimedia products and deliver them	Demonstrated ability to excellently integrate multimedia products and deliver them	Demonstrated ability to satisfactorily integrate multimedia products	Demonstrated ability to roughly integrate multimedia products and deliver them	Lack of ability to integrate multimedia products and deliver them

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. Information package and multimedia production critiques	1.1 Ability to critically evaluate multimedia products 1.2 Ability to explain and present critiques	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Text and video information processing and editing for digital media outlets	2.1 Ability to gather textual information and shoot high-quality video; and to edit them for various digital media	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Audio and visual effects used in multimedia information production	3.1 Ability to apply audio and visual effects to multimedia products properly and professionally by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Text information writing and editing for specific media outlet(s)	4.1 Ability to write up and edit informative, accurate and interesting texts for multimedia products	High	Significant	Moderate	Basic	Not even reaching marginal levels

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

a. Assignments

Grading criteria for assignments involving writing (20% of each assignment)
Accuracy = 5 points
Conciseness = 5 points
Expression = 5 points
Grammar and style = 5 points

b. Group projects (package production)

Grading Criteria for Multimedia Production Assignments

A — The information package (TV program, E-magazine, Web radio broadcast, Web site) is well produced with insight into social issues and contains effective and innovative visual images, transition, and accurate facts. It can be broadcast or published through different media outlets.

B — The package contains only a few minor errors. The package is not as well-produced as an "A" package, but has the acceptable level of production with visual images, transitions and facts. A media outlet could broadcast or published the package after minimal editing.

C — The package tends to be disorganized and contains several errors. The package was not well produced with effective visual images, transitions and the facts are not presented clearly. It could be broadcast or published only after extensive work of production.

D — The package does not present facts effectively. The package also may contain an unacceptable number of editing and production errors. The package will need to be re-produced before being considered for broadcast or publication.

F — The package is incomplete, confusing or erroneous. The important visual images or facts are missing. The package could not be re-produced and cannot be broadcast or published by any media outlets

Part III   Other Information (more details can be provided separately in the teaching plan)

1.   **Keyword Syllabus**

Multimedia production, digital information, digital television, E-magazine, online radio station, website operation, digital graphic design, project management, online publication, mobile media.

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.	McGloughlin, S. (2001). *Multimedia: Concepts and Practice*. Upper Saddle River, NJ: Prentice Hall.
2.	Shook, F., Larson, J. & DeTarsio, J. (2008), *Television Field Production and Reporting*, 5th edition, Allyn & Bacon.
3.	Schultz, B. (2005). *Broadcast News Producing*. Thousand Oaks, Calif. Sage.
4.	Hausman, C., Benoit, P. & O'Donnell, L. B. (2004). *Modern Radio Production: Production, Programming, and Performance*. Belmont, CA: Wadsworth/Thomson.
5.	Priestman, C. (2002). *Web Radio: Radio Production for Internet Streaming*. Oxford; Boston: Focal Press.
6.	Johnson, S., & Prijatel, P. (2007). *The Magazine from Cover to Cover* (2nd ed.). New York: Oxford University Press.
7.	Rothstein, J. (2007). *Designing Magazines: Inside Periodical Design, Redesign, and Branding*. New York: Allworth Press.

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

1.	Hemmingway, E. (2008). *Into the Newsroom: Exploring the Digital Production of Regional Television News*. London; New York: Routledge.
2.	Keirstead, P. O. (2005). *Computers in Broadcast and Cable Newsrooms: Using Technology in Television News Production*. Mahwah, N.J.: L. Erlbaum.
3.	Schroeder, A. (2009). *Writing and Producing Television News: From Newsroom to Air*. New York: Oxford University Press.
4.	Silcock, B. W., Heider, D., & Rogus, M. T. (2007). *Managing Television News: A Handbook for Ethical and Effective Producing*. Mahwah, N.J.: Lawrence Erlbaum Associates.
5.	Zalbertus, A., & Rosenblum, M. (2004). *Video Journalism: The Digital Revolution*. Berlin: Uni-Edition.
6.	Ha, L., & Ganahl, R. J. (2007). *Webcasting Worldwide: Business Models of an Emerging Global Medium*. Mahwah, NJ: Lawrence Erlbaum.
7.	Kern, J. (2008). *Sound Reporting: The NPR Guide to Audio Journalism and Production*. Chicago: University of Chicago Press.
8.	Raiteri, C. (2006). *Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports*. Lanham, Md.: Rowman & Littlefield Publishers.
9.	Reich, B., & Solomon, D. (2008). *Media Rules! : Mastering Today's Technology to Connect with and Keep Your Audience*. Hoboken, N.J.: J. Wiley & Sons.