

**City University of Hong Kong
Course Syllabus**

**offered by Department of Architecture and Civil Engineering
with effect from Semester A 2021/22**

Part I Course Overview

Course Title:	Communication Studies - Digital Media and Presentation
Course Code:	CA29202
Course Duration:	1 Semester (Some courses offered in Summer Term may start a few weeks earlier than the normal University schedule. Please check the teaching schedules with CLs before registering for the courses.)
Credit Units:	3
Level:	A2
Proposed Area: <i>(for GE courses only)</i>	<input type="checkbox"/> Arts and Humanities <input type="checkbox"/> Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
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>	BST21012 Communication Studies - Digital Media and Presentation; or BST21213 Communication Studies 3
Exclusive Courses: <i>(Course Code and Title)</i>	Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course aims to provide you with the knowledge and skills of integrating various types of digital media and presentation materials for representing different aspects of an architectural design.

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.	Produce digital images using appropriate computer software and associated techniques.		✓		
2.	Select the appropriate communication means and presentation materials based on the requirements and priorities of a building project at different stages of development.		✓		
3.	Develop diagrams and other graphic materials using various computer techniques to communicate key information of an architectural design proposal.			✓	
4.	Generate digital models and rendering of an architectural design to illustrate the major characteristics and articulation of the design.			✓	
5.	Compile a comprehensive set of presentation materials in the form of drawings and models to address different communication purposes.				✓
* If weighting is assigned to CILOs, they should add up to 100%.		100%			

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

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	
Workshop	Engages students in hands-on exercises and practice of the selected skills/topics. Students will perform prescribed tasks under the guidance of an instructor for the practice and acquisition of skills that are required for the completion of students' coursework/assignments as well as for their future career after graduation.	✓	✓	✓	✓	✓	

Semester Hours:	3 hours per week
Lecture/Tutorial/Laboratory Mix:	Lecture (Mix); Tutorial (Mix); Laboratory (Mix)

4. Assessment Tasks/Activities

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

Assessment Tasks / Activities	CILO No.					Weighting*	Remarks
	1	2	3	4	5		
Continuous Assessment: 100%							
Assignments	✓	✓	✓	✓	✓	70%	
In-class Exercise	✓		✓	✓		30%	
Examination: 0%							
* The weightings should add up to 100%.						100%	

Students must attain a minimum mark of 30 in all assessment components AND an overall mark of 40 to pass the course.

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)/ Pass (P) on P/F basis	Failure (F)
Assignments	<p>1.1 Produce effective digital images using appropriate computer software and associated techniques by composing images which are visually expressive to illustrate the design aspects.</p> <p>1.2 Skills in selecting the appropriate communication means and presentation materials based on the requirements and priorities of a building project at different stages of development.</p> <p>1.3 Develop effective diagrams and other graphic materials using various computer techniques to communicate key information of an architectural design proposal.</p> <p>1.4 Generate quality digital models and rendering of an architectural design to illustrate the major characteristics and articulation of the design.</p> <p>1.5 Compile a comprehensive set of presentation materials in the form of drawings and models to address different communication purposes.</p>	High	Significant	Moderate	Basic	Not even reaching marginal level
In-class Exercise	<p>2.1 Produce effective digital images using appropriate computer software and associated techniques by composing images which are visually expressive to illustrate the design aspects</p> <p>2.2 Develop effective diagrams and other graphic materials using various computer techniques to communicate key information of an architectural design proposal.</p> <p>2.3 Generate quality digital</p>	High	Significant	Moderate	Basic	Not even reaching marginal level

	models and rendering of an architectural design to illustrate the major characteristics and articulation of the design.					
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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.)

Architectural documentation and presentation: Graphic techniques to convey design concepts and analysis; contextual model making techniques.

Computer graphics: Basic concepts and techniques in graphics presentation software; image processing; graphic file formats and interchange.

3D rendering and animation: Basic concepts and techniques; 3D studio set-up; rendering features; essential modelling; rendering techniques; material rendering; lighting & view settings.

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.	Nil
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2.2 Additional Readings

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

1.	Ethier, S. J. (2003). 3D studio MAX in motion: basics using 3D studio MAX 4.2. Columbus: Prentice Hall.
2.	Georges, G. (2004). 50 fast Photoshop CS techniques. Chichester: Wiley.
3.	Goldman, G. (1997). Architectural graphics: traditional and digital communication. Upper Saddle River: Prentice Hall.
4.	Griffin, A.W. (1998). Introduction to architectural presentation graphics. Upper Saddle River: Prentice Hall.
5.	Kabili, J. (2004). Photoshop CS complete course. Hoboken: Wiley Publishing.
6.	Motier, R. S. (2001). 3D studio MAX: building complex models. Rockland: Charles River Media.
7.	Uddin, M. S. (1997). Composite drawing: techniques for architectural design presentation. New York: McGraw-Hill.