

CA2345: DIGITAL MEDIA AND PRESENTATION

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Digital Media and Presentation

Subject Code

CA - Civil and Architectural Engineering

Course Number

2345

Academic Unit

Architecture and Civil Engineering (CA)

College/School

College of Engineering (EG)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

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.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Produce digital models, diagrams, and images using appropriate computer software and associated techniques.		x		
2 Select the appropriate communication means and presentation materials based on the requirements and priorities in different stage of project development.		x		
3 Develop diagrams and other graphic materials using various computer techniques to communicate key information of an architectural design proposal.			x	
4 Generate digital models and rendering of an architectural design to illustrate the major characteristics and articulation of the design.			x	
5 Compile a comprehensive set of presentation materials in the form of drawings and models to address different communication purposes.			x	

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1 Workshop	Students will engage 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.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Assignments	1, 2, 3, 4, 5	80	
2	In-class Exercise	1, 3, 4	20	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Assignments

Criterion

- 1.1 Produce effective and expressive digital images using appropriate computer software and associated techniques.
- 1.2 Select the appropriate communication means and presentation materials based on the requirements and priorities in different stage of project development.
- 1.3 Develop effective diagrams to communicate key information of an architectural design proposal.
- 1.4 Generate quality digital models and renderings to illustrate the major characteristics and articulation of the design.
- 1.5 Compile a comprehensive set of presentation materials in the form of drawings and models to address different communication purposes.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal level

Assessment Task

In-class Exercise

Criterion

- 2.1 Produce effective and expressive digital images using appropriate computer software and associated techniques.
- 2.2 Develop effective diagrams to communicate key information of an architectural design proposal.
- 2.3 Generate quality digital models and renderings to illustrate the major characteristics and articulation of the design.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal level

Part III Other Information

Keyword Syllabus

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

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Georges, G. (2004). 50 fast Photoshop CS techniques. Chichester: Wiley.
2	Goldman, G. (1997). Architectural graphics: traditional and digital communication. Upper Saddle River: Prentice Hall.
3	Griffin, A.W. (1998). Introduction to architectural presentation graphics. Upper Saddle River: Prentice Hall.
4	Kabili, J. (2004). Photoshop CS complete course. Hoboken: Wiley Publishing.
5	Uddin, M. S. (1997). Composite drawing: techniques for architectural design presentation. New York: McGraw-Hill.
6	Eddy Man Kim and Jinmo Rhee (2019), Digital Media Series: Rhinoceros, Independently Published
7	Robert McNeel & Associates (2020), RHINO 6 USERS GUIDE, http://docs.mcneel.com/rhino/6/usersguide/en-us/index.htm