

# COM2502: MULTIMEDIA AUTHORIZING

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Multimedia Authoring

### Subject Code

COM - Media and Communication

### Course Number

2502

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### 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

EN3522 Multimedia Authoring

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The course aims to teach students major principles, concepts and skills of multimedia. At the end of the course, the students will be equipped with a wide range of practical and professional skills in the use, design, production and

deployment of effective multimedia products/projects that incorporate such media elements as images, sound, animation, video, and text.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Create and integrate media elements such as graphics, sound, animation and video into a communication product	50			x
2	Manage a multimedia project process such as developing key concepts, writing storyboards, and authoring	30		x	x
3	Deliver a multimedia product in professional quality for different purposes	10		x	x
4	Evaluate the implementation and effectiveness of multimedia products	10	x	x	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.

### Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Lectures	Examine key principles, concepts, and skills of project design	2, 4	3 weeks
2	Demonstration	Review and apply different media elements (graphics, sound, animation, video)	1	5 weeks
3	Workshop	a) Practise and apply multimedia authoring tools; b) Evaluate multimedia products	1, 3, 4	5 weeks

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Writing a multimedia project plan Originality and creativity;  Feasibility; Technical features; Presentation	2	25	
2 Class and home exercises on using different digital media Technical skills; Creativity	1	25	
3 Constructing a full-blown multimedia project - Creativity in concept, and content - Look and feel: overall creative design, consistency with a relevant theme - Content: error-free content, good interaction - Technical performance: Accessibility (cross-browser compatibility), careful and meaningful use of multimedia files, etc. - Product evaluation: results from usability test of the multimedia product	1, 2, 3, 4	50	

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Individual Assignment

**Criterion**

Knowing the skill and produce content

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Final Project

**Criterion**

Managing the project, applying the skill and produce good content

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Additional Information for AR**

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

Multimedia Project and Presentation:

- Creativity
- Detailed project plan
- Good technical, visual and aesthetic quality in design
- Integrate different media into a full-blown multimedia project
- Effective presentation of final project

## **Part III Other Information**

**Keyword Syllabus**

Multimedia; Multimedia technology; Multimedia authoring; Interaction; Project plan; Project management; Digital media; Animation; Scripting and storyboard; Interactivity

**Reading List**

**Compulsory Readings**

<b>Title</b>	
1	Nigel Chapman & Jenny Chapman (2004). Digital Multimedia (2nd ed.). John Wiley & Sons, Ltd.
2	Roy Strauss (1997). Managing Multimedia Projects. Focal Press.
3	Stephen McGloughlin (2001). Multimedia: concepts and practice. Prentice Hall.
4	Alan Williams (1998). Digital media: contracts, rights and licensing. Sweet & Maxwell.
5	Fred Gerantabee & AGI Creative Team (2007). Dynamic Learning CS3 Professional. O' Reilly Media Inc.
6	Andy Anderson (2007). Adobe Flash CS3 Professional on Demand. Que Publishing.

**Additional Readings**

<b>Title</b>	
1	Nil