GE1130: INTRODUCTION TO DIGITAL MEDIA

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Introduction to Digital Media

Subject Code
GE - Gateway Education
Course Number
1130

Academic Unit
School of Creative Media (SM)

College/School
School of Creative Media (SM)

Course Duration
One Semester

Credit Units
3

Level
A1, A2 - Associate Degree
B1, B2, B3, B4 - Bachelor's Degree

GE Area (Primary)
Area 1 - Arts and Humanities

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
This course is opened for all students except SCM students.
SM3611 New Media for Installation, Events and Performance

Part II Course Details

Abstract

In the age of digital revolution, everyone is focusing on digital media and technology, such as internet, video and audio streaming, web 2.0, 3G computer networks, media art , e-learning, mobile media, digital marketing, human-computer interface (HCI) ⋯etc.

As a new generation of learners, we should have a good understanding on digital media, principles of user interface design, production planning, production skill, prototype design and development of interactive media.

This course covers practical learning in video production and prototype design/multimedia project with various types of human computer interaction techniques (sensors, motion capture, augmented reality etc.) and application systems (interactive installation, media art, game development, sound-mixing⋯⋯ etc).

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the theories and principles of user interface design, interactive installation and physical computing;		x		
2	Understand the interactive technology for creative, theatre, dance, musicals, exhibition, marketing, entertainment, performance and social purposes		x		
3	To demonstrate professional competence in areas such as digital image, video production⋯⋯etc			x	
4	To understand the digital media production process (Analysis, Design, Development, Testing and Publish)			x	
5	Associate, combine and integrate knowledge from different disciplines (e.g. mathematics, sciences, literature etc) into course assignments				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	Lecture	Demonstration lectures: introduce the digital media types	1, 2, 3, 4	

2	Visit Exhibition	Visit to various media art exhibition.	2	
3	Group Project	Learning video production, such as storyboard development, camera shots/ movement, visual effect, editing….etc.	3, 5	
4	Group Project	Develop a conceptual/ theoretical framework on interaction design (e.g. Concept Map, Persona, UI Prototyping, Wireframe Design…etc.).	1, 2, 4	
5	Group Project	Prototype design, develop concepts and visual simulations for interactive application.	4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Video Production	3, 5	25	
2	Project Proposal/ Prototype Design	2, 3, 4, 5	35	
3	Self-Reflection Report/ Exhibition Review	1, 2, 5	30	
4	Class Participation	1, 2, 5	10	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

1. Video Production

Criterion

Story Development (Originality, Character, Scene, Creativity) Visual Design (Style, Composition, Color, Image, Video & Sound) Video Effect (e.g. Stop Motion, Time Lapse, Transition Effect) Camera Shots/Movement

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

Assessment Task
2. Project Proposal/Prototype Design/Self-Reflection Report/Exhibition Review

Criterion
Strong evidence of understanding and implementation digital media; evidence of demonstrating excellent synthesis of all the digital media types, media art, media production and internet technology; demonstrates excellent ability in using the computer software to create digital contents

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

Additional Information for AR
All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

Part III Other Information

Keyword Syllabus
- Digital Media
- Video Production
- Storyboard Development
- Camera Shot/Movement
- Prototype Design
- Interactive Media
- Human-Computer Interaction (HCI)

Reading List

Compulsory Readings

	Title
1	R. Klanten, S. Ehmann, L. Feireiss (2011) A Touch of Code: Interactive Installations and Experiences
2	Ben Shneiderman, Catherine Plaisant, Maxine Cohen, Steven Jacobs (2009) Designing the User Interface: Strategies for Effective Human-Computer Interaction (5th Edition)

Additional Readings

	Title
1	Noah Wardrip-Fruin and Nick Montfort (editors) The New Media Reader (MIT Press, 2003)
2	Nigel Chapman and Jenny Chapman Digital Multimedia (2009)
3	Douglas E. Comer The Internet Book: Everything You Need to Know About Computer Networking and How the Internet Works (4th Edition) (2006)
4	Jason Beaird - The Principles of Beautiful Web Design, 2nd Edition (Dec 5, 2010)
5	Henry Jenkins (Author) Convergence Culture: Where Old and New Media Collide (2008)
6	Learning Processing, Second Edition: A Beginner's Guide to Programming Images, Animation, and Interaction (The Morgan Kaufmann Series in Computer Graphics) 2nd Edition by Daniel Shiffman (2015)
7	Jeff Johnson PhD Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules (2010)
8	John Maeda The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) (2006)
9	Creative Applications Network http://www.creativeapplications.net/

Annex (for GE courses only)

A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:

Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)

PILO 1: Demonstrate the capacity for self-directed learning

1, 2, 3

PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology

2, 5

PILO 4: Interpret information and numerical data

3, 5

PILO 5: Produce structured, well-organised and fluent text

3

PILO 7: Demonstrate an ability to work effectively in a team

4, 5

PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation

3, 5

B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.

Selected Assessment Task

Project proposal and prototype design for facilitating communications, capturing decisions, and stimulating innovation.