

COM2510: GENERATIVE AI FOR MULTIMEDIA AUTHORING

New Syllabus Proposal

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Generative AI for Multimedia Authoring

Subject Code

COM - Media and Communication

Course Number

2510

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

Nil

Exclusive Courses

COM2502 Multimedia Authoring

Part II Course Details

Abstract

The course aims to teach students major principles, concepts and skills of multimedia authoring using the generative AI tools. The course will also comprehensively review the technical features and controversial issues of the major generative AI tools that can produce text, images, sound, and video, and how these tools can be integrated in the multimedia content production, such as data visualization, news reporting, interactive communication dashboard, and short video production. The students will be equipped with a wide range of practical and professional skills in the use, design, production and deployment of creative, effective, and impactful multimedia reporting products/projects that incorporate such media elements as text, images, sound, animation, video with the proper and ethical use of generative AI. The students will also understand and address the policy and ethical issues related to generative AI for news reporting.

Course Intended Learning Outcomes (CILOs)

| CILOs | | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|--|---------------------|--------|--------|--------|
| 1 | Create and integrate media elements such as text, graphics, sound, animation and video into a communication product using generative AI | 40 | x | | x |
| 2 | Manage a multimedia project process such as developing key concepts, writing storyboards, and finetuning prompts | 20 | | x | x |
| 3 | Deliver a multimedia product or project involving the use of generative AI in professional quality for different professional communication purposes | 20 | | x | x |
| 4 | Evaluate the implementation and effectiveness of multimedia products and the social impacts | 20 | 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.

Learning and Teaching Activities (LTAs)

| LTAs | Brief Description | CILO No. | Hours/week (if applicable) | |
|------|-------------------|---|----------------------------|-----------------------|
| 1 | Lectures | Examine key principles, concepts, and skills of project design | 2, 4 | Throughout the course |
| 2 | Demonstration | Review and apply different media elements for different professional communication purposes | 1 | Throughout the course |

| | | | | |
|---|----------|--|---------|-----------------------|
| 3 | Workshop | a) Practise and apply generative AI tools; b) Evaluate multimedia products | 1, 3, 4 | Throughout the course |
|---|----------|--|---------|-----------------------|

Assessment Tasks / Activities (ATs)

| ATs | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) | |
|-----|---|---------------|--|--|
| 1 | Individual class activities and home exercises on using generative AI for multimedia production | 1 | 20 | |
| 2 | Writing a multimedia project plan (group project) | 2 | 40 | |
| 3 | Constructing a full-blown multimedia (group project) project | 1, 2, 3, 4 | 40 | |

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Individual Assignment

Criterion

Knowing the skill and producing content

Excellent (A+, A, A-)

Actively participated in all of the related class activities.

Good (B+, B, B-)

Actively participated in most of the related class activities.

Fair (C+, C, C-)

Occasionally participated in related class activities.

Marginal (D)

Occasionally participated in related class activities.

Failure (F)

Did not participate in any of the related class activities.

Assessment Task

Final Group Project

Criterion

Managing the project, applying the skill, and producing good content

Excellent (A+, A, A-)

The project demonstrated a full understanding of the concepts and theories covered in the class.

Good (B+, B, B-)

The project demonstrated a solid understanding of the concepts and theories covered in the class.

Fair (C+, C, C-)

The project demonstrated an appropriate understanding of the concepts and theories covered in the class.

Marginal (D)

The project demonstrated minimal understanding of the concepts and theories covered in the class.

Failure (F)

The project demonstrated little or no understanding of the concepts and theories covered in the class.

Additional Information for AR

Individual class activities and home exercises on using generative AI for multimedia production:

- a. Technical skills
- b. Creativity
- c. Ethical and legal consideration

Writing a multimedia project plan (group project):

- a. Originality
- b. Creativity
- c. Feasibility
- d. Potentials of social impacts

Constructing a full-blown multimedia investigative reporting project (group project):

- a. Creativity
- b. Presentation: overall creative design, consistency with a relevant theme
- c. Content: error-free content, good interaction
- d. Technical performance: Accessibility (cross-browser compatibility), ethical and meaningful use of generative AI.
- e. Product evaluation: results from usability test of the multimedia product
- f. Social impacts: addressing pressing social problems

Part III Other Information**Keyword Syllabus**

Generative AI, investigative reporting, news values, long-form journalism, multimedia; interaction; infographics, data visualization, project plan; project management; digital media; animation; scripting and storyboard; prompt engineering, ethical, copyright, social media platforms

Reading List**Compulsory Readings**

| Title | |
|-------|---|
| 1 | Parra Pennefather, Patrick. Creative Prototyping with Generative AI: Augmenting Creative Workflows with Generative AI. 1st ed. 2023. Berkeley, CA: Apress, 2023. Print. |
| 2 | Ara, Affreen, and Aftab Ara, eds. Exploring the Ethical Implications of Generative AI. Hershey, Pennsylvania (701 E. Chocolate Avenue, Hershey, Pennsylvania, 17033, USA): IGI Global, 2024. Print. |
| 3 | Leigh, David. Investigative Journalism: A Survival Guide. 1st ed. Cham: Springer International Publishing, 2019. Web. |

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|---|--|
| 4 | Engelbrechtsen, Martin, and Helen Kennedy, eds. Data Visualization in Society. Amsterdam: Amsterdam University Press, 2020. Print. |
| 5 | Thompson, Kristin. Storytelling in Film and Television. Cambridge, Mass: Harvard University Press, 2003. Print. |

Additional Readings

| | Title |
|---|--------------|
| 1 | Nil |