

City University of Hong Kong

**Information on a Course
offered by School of Creative Media
with effect from Semester A in 2012 / 2013**

Part I

Course Title: Digital Audiovisual Culture

Course Code: SM5303

Course Duration: One semester (13 weeks)

Credit Units: 3

Level: P5

Medium of Instruction: English

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: Nil

Part II

1. Course Aims

This course aims to provide students with a strong foundation in both analog and digital audiovisual aesthetics and theory. During the semester, we will consider ideas concerning the relationship between human perception and mediated communication, as well as points of similarity (or analogy) and difference between "old" and "new" media forms. These investigations will be conducted initially through a selective introduction to key concepts of film theory, which will provide a partial template for thinking about issues of form and narrativity in new media. The goals of the class are to develop a common vocabulary and conceptual understanding of new media, to identify and clarify the relationship between aesthetic and cultural theory and artistic practice, and to begin an ongoing process

of looking closely at the relationship between one's own practical work and that of historical antecedents and contemporary peers.

2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs
1.	Identify the characteristics of new media
*2.	Discuss the creative strategies of new media artists
3.	Analyze new media works and artists in relation to relevant theoretical concepts
*4.	(Where applicable) Evaluate the relationship between one's own creative activities and those of other artists

*Negotiated Learning Outcome (NLO) explicitly articulating the elements of Discovery oriented learning.

3. Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

TLAs	CILO No.
Lectures, discussions, Theory/Practice Investigation	CILO 1
Lectures, discussions, Theory/Practice Investigation, class presentation	CILO 2
Lectures, discussions, Theory/Practice Investigation	CILO 3
Lectures, discussions, class presentation	CILO 4

4. Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

Type of Assessment Tasks/Activities	CILO No.	Remarks
Theory/Practice Investigation 1 (essay)	CILO 1-3	
Theory/Practice Investigation 2 (essay)	CILO 1-3	
Class presentation (group)	CILO 2-4	

5. Grading of Student Achievement:

Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Examination duration: n/a

Percentage of coursework, examination, etc.:

100% coursework

Grading pattern: Standard (A+AA-...F)

Grading is based on performance in assessment tasks / activities

A. Essay

Students should demonstrate ability to use primary and secondary sources, and construct a well-organized argument and analysis. The threshold of ‘discovery’ lies in a student’s self initiatives to conduct additional research and to personalize theories and concepts for her/his personal daily experience.

Letter Grade	Grade Point	Grade Definitions	Description
A+	4.3	Excellent	<ul style="list-style-type: none"> – Excellent grasp of research material, able to explain key concepts, assumptions and debates – Rigorous organization, coherent structure, distinct thesis, properly argued with strong narrative – Insightful interpretation of the subject matter with distinct themes and thesis – Critical analysis with insightful comments opening up new issues, or suggesting the ability to theorize – Ability to approach a text or a theme using a variety of theories and analytical tools – Strong bibliography suggesting breadth and depth of coverage and informed insights
A	4.0		
A-	3.7		
B+	3.3	Good	<ul style="list-style-type: none"> – Firm grasp of materials, able to explain key concepts and assumptions – Reasonable organization, balanced structure, adequate content, sufficient ability to integrate various resources based on demand – Clear ideas which keep to the point, clear-cut subject, ability to interpret opinions independently – Organized bibliography which can be utilized in accordance with the topic
B	3.0		
B-	2.7		
C+	2.3	Adequate	<ul style="list-style-type: none"> – Comprehensive grasp of materials, able to explain key concepts – Fair organization, weak structure, adequate content, fair ability to integrate various resources based on demand – Relevant points to the subject matter, fair ability to interpret opinions – Unorganized bibliography which can be utilized in accordance with the topic
C	2.0		
C-	1.7		
D	1.0	Marginal	<ul style="list-style-type: none"> – Loose grasp of materials, cannot explain key concepts – Poor organization and structure, weak content, limited use of resources

			<ul style="list-style-type: none"> – Relevant points to the subject matter, marginal ability to interpret opinions – Insufficient and/or unorganized bibliography
F	0.0	Failure	<ul style="list-style-type: none"> – Poor grasp of materials – No organization and structure, inadequate content, no/ irrelevant use of resources – Irrelevant points to the subject matter, minimal ability to interpret opinions – Irrelevant bibliography

Note: All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

B. Presentation

This assessment is graded on content and fluency of presentation. Students should show co-operation to conduct a well-organized presentation with their own argument and evidence from readings and notes. The threshold of ‘discovery’ lies in the student’s self-initiatives to conduct additional research and to personalize theories for her/his personal experience.

Letter Grade	Grade Point	Grade Definitions	Description
A+	4.3	Excellent	<ul style="list-style-type: none"> – Rich, informative content, excellent grasp of the material with in-depth and extensive knowledge of the subject matter – Rigorous organization, coherent structure, and systematic exposition with a strong sense of narrative – Superior presentation skills: distinct pronunciation, fluent expression and appropriate diction, exact time-management – Critical analysis with insightful comments opening up new issues, or suggesting the ability to theorize
A	4.0		
A-	3.7		
B+	3.3	Good	<ul style="list-style-type: none"> – Adequate content with firm grasp of the material that informs the audience on a subject matter – Reasonable organization, balanced structure and composition – Good verbal communication: comprehensible pronunciation, fluent expression and diction, fair time-management
B	3.0		
B-	2.7		

C+	2.3	Adequate	<ul style="list-style-type: none"> – Adequate content with comprehensive grasp of the material demonstrating basic knowledge of the subject matter – Fair organization, weak structure and composition – Fair presentation skills: acceptable pronunciation, expression and diction, fair time-management
C	2.0		
C-	1.7		
D	1.0	Marginal	<ul style="list-style-type: none"> – Weak content, loose grasp of the general ideas with some knowledge of the subject matter – Poor organization, structure and composition – Poor presentation skills: marginal pronunciation, expression and diction, poor time-management
F	0.0	Failure	<ul style="list-style-type: none"> – Inadequate content, fail to identify the general ideas with knowledge of the subject matter – No organization, structure or/and composition – Poor presentation skills: marginal pronunciation, expression and diction, minimal time-management

Note: All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

Part III

Keyword Syllabus

New media. Classical film theory. Semiotics. Postmodernism. Media art. Digital cinema. Digital sound design. Computer animation and graphics. New media audiences and users.

Recommended Reading

Text(s)

Braudy, Leo and Marshall Cohen (eds.). *Film Theory and Criticism*. 6th ed. New York: Oxford UP, 2004.

Jenkins, Henry. *Convergence Culture*. New York: New York UP, 2006.

Lister, Martin et al. *New Media: An Introduction*. London: Routledge, 2003.

Lovejoy, Margot. *Digital Currents: Art in the Electronic Age*. New York: Routledge, 2004.

Manovich, Lev. *The Language of New Media*. Cambridge: MIT P, 2001.

Rush, Michael. *New Media in Art*. 2nd edition. London: Thames and Hudson, 2005.

Stam, Robert. *Film Theory: An Introduction*. London: Blackwell, 2000.

Wardrip-Fruin, Noah and Nick Montfort (eds.). *The New Media Reader*. Cambridge: MIT P, 2003.