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: Interactive Media I

Course Code: SM5312

Course Duration: One semester (13 weeks)

No. of Credit Units: 3

Level: P5

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: Nil

Part II

1. **Course Aims:**

   The course covers the conceptual and technical foundations that will enable students to evaluate, understand, and, eventually, create engaging works of interactive multimedia. While specific themes of the course will vary from semester to semester, the focus will remain on teaching the fundamental

technical and critical skills required to create practical applications in a variety of media, including, but not limited to, software, hardware, and user-experience. Students will be expected to consider the relationship between technology, creativity, and society, as they present their work for critique, and hold it up against well-known pieces in the field.

2. Course Intended Learning Outcomes (CILOs)

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

No.	CILOs
1.	Identify various digital media elements and acquire knowledge in their preparation.
2.	Describe the development and authoring process for interactive multimedia work.
*3.	Create prototypes of an interactive multimedia project which has a unique style or personal signature

*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	ILO No
Workshops in digital media production.	CILO 1
Lectures and showcases of selected multimedia titles.	CILO 2
Guided presentation, discussion, and critique of student projects.	CILO 3

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	Weighting (if applicable)	ILO No	Remarks
Digital media content preparation assignment	20%	CILO 1	
Presentation of project proposal	30%	CILO 2	
Presentation and demonstration of final prototype	50%	CILO 3	

5. **Grading of Student Achievement:**

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

Grading and assessment will be made according to students' individual assignments, participation, and guided projects.

Grading pattern: Standard (A, A-, …, F)

A. <u>Presentation</u>

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

Letter Grade	Grade Point	Grade Definitions	Description
A+ A A-	4.3 4.0 3.7	Excellent	− 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
B+ B B-	3.3 3.0 2.7	Good	− 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
C+ C C-	2.3 2.0 1.7	Adequate	− 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
D	1.0	Marginal	− 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	– 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.

B. Creative Project/ Technical Project/ Portfolio

Students should demonstrate ability to utilize primary and secondary sources, execute creative ideas and projects. The threshold of 'discovery' lies in a student's proactively turning theory into praxis, to transform course material into self-owned authorship.

Letter Grade	Grade Point	Grade Definitions	Description
A+ A A-	4.3 4.0 3.7	Excellent	– Work has strong affective quality and the articulation of personal styles and signature – Excellent appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium – Work raises questions and instill insights about the process of conception, creative strategization and production – Innovative exploration by combining knowledge from different disciplines (e.g. mathematics, psychology, physics, anthropology, etc.) to create an inter-disciplinary project – Efficient adjustment of plans and strategies in response to resources (time, space, equipment, etc) available with constructive adjustment
B+ B B-	3.3 3.0 2.7	Good	– Strong appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium – Ability to create project/ work that demonstrate the processes of thinking and creative exploration – Proper adjustment of plans and strategies in response to resources (time, space, equipment, etc) available and constructive feedback/ suggestions
C+ C C-	2.3 2.0 1.7	Adequate	– Basic appreciation and/or application of the aesthetic and expressive qualities of the medium – Limited ability to create project/ work that demonstrate the processes of thinking and creative exploration – Adjustment of plans and strategies in response to resources (time, space, equipment, etc) available
D	1.0	Marginal	– Marginal appreciation of the aesthetic and expressive qualities of the medium – Marginal ability to create project/ work that demonstrate the processes of thinking and creative exploration – Limited adjustment of plans and strategies in response to resources (time, space, equipment, etc) available
F	0.0	Failure	– No appreciation of the aesthetics and expressive qualities of the medium – Fail to create project/ work that demonstrate the processes of thinking and creative exploration – Minimal adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

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

Part III

Keyword Syllabus:

- Interactive multimedia
- Hypermedia
- Interactivity
- Experience design
- Human computer interaction
- Media aesthetics
- Website design
- Multimedia production

Recommended Reading:

Books

1. Tidwell, Jenifer. Designing Interfaces; Patterns for Effective Interaction Design. O'Reilly Media Inc., 2005
2. Rosenfeld, Louis. Morville, Peter. Information Architecture for the World Wide Web, 3rd edition. O'Reilly Media Inc., 2007
3. Tufte, Edward. Envisioning Information. Cheshire CT: Graphics Press, 1990
4. Tufte, Edward. Visual Explanation. Cheshire CT: Graphics Press, 1997