

City University of Hong Kong

**Information on a Course
offered by Department of Media & Communication
with effect from Semester A in 2014 / 2015**

Part I

Course Title:	Multimedia Communication
Course Code:	COM5502
Course Duration:	One Semester
Credit Units:	3
Medium of Instruction:	English
Level:	P5
Pre-requisites:	Nil
Pre-cursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

Course Aims:

This course aims to:

- examine conceptual frameworks for multimedia technology and deliver tutorials on the design, deployment, and administration of innovative multimedia systems for communication purposes.
- challenge students to apply a wide range of global multimedia technologies with specific focus on a) multimedia product creation, b) tools and methods for multimedia project administration, c) leading development for multimedia communication.

Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Develop and produce a multimedia product to solve a specific communication problem	40%
2.	Appraise multimedia technology as it applies to local and global settings	30%
3.	Demonstrate competence in analyzing and evaluating the practice of multimedia communication in the business organizations	30%

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)

CILO No	TLAs	Hours/week (if applicable)
1	Lectures <i>Students will learn the multimedia communication concepts and the process of creating a multimedia project.</i>	1 (for 11 weeks)
2	Demonstrations <i>Students will learn computer multimedia tools and how to design and produce multimedia project with those tools.</i>	1 (for 10 weeks)
2	Workshop <i>Students will practice with multimedia tools.</i>	1 (for 10 weeks)
3	Presentation and Discussion <i>Students will debate, examine, compare, criticize, and discuss real cases on multimedia projects.</i>	2 (for 3 weeks)

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)

CILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
1, 2, 3	Class and Participation	10%	---
1, 2	Multimedia Project <i>Students will have to submit and present multimedia project.</i>	50%	---
2	Coursework <i>Students will have to submit class assignments and home assignments.</i>	15%	
3	Short Paper (about 2000 – 3000 words) <i>Students will have to submit and present analysis report on multimedia industry trend and development.</i>	25%	

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

Grading pattern: Standard (A+, A, A-....F). The overall grade is based on student's overall performance in all assessment tasks/activities considered together. The meanings of the overall letter grades will be in line with those listed in the Academic Regulations.

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

Multimedia project and Presentation:

- Originality
- Creativity
- Detailed evidence of project planning
- Excellent technical, visual and aesthetic quality in design
- Effective presentation of final project

Short paper:

- In-depth evaluation and analysis
- Appropriate use of information and ideas
- Logical conclusions and/or recommendations
- Organization, style and writing

Weighting of the different criteria and other details will be given to the students during the class.

Courses are graded according to the following schedule:

Letter Grade	Grading criteria in relation to CILOs
A+	High standard of knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management.
A	Highly innovative ideas and critical attitude in analysing public administration issues
A-	Strong abilities to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment. Excellent research and communication skills to organize and generate new perspectives orally and in written papers.
B+	Fairly good understanding of knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management
B	Fairly innovative ideas and critical attitude in analysing public administration issues.
B-	Ability to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment. Good research and communication skills to organize and generate new perspectives orally and in written papers.
C+	Rudimentary understanding of knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management.
C	Little innovative ideas and critical attitude in analysing public administration issues
C-	Weak ability to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment. Basic research and communication skills to organize and generate new perspectives orally and in written papers.
D	Poor understanding of knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management. Very little innovative ideas and critical attitude in analysing public administration issues Very little ability to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment. Weak research and communication skills to organize and generate new perspectives orally and in written papers.
F	Almost no knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management. No innovative ideas and critical attitude in analysing public administration issues Almost no ability to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment. Very inadequate research and communication skills to organize and generate new perspectives orally and in written papers.

Part III

Keyword Syllabus:

Multimedia Communication, New media, Digital Graphics, Video Editing, Multimedia production, Multimedia project, Digital media, Multimedia processing and development tools

Recommended Reading:

Text(s)

Sloane, Andy (1996). *Multimedia Communication*. New York: McGraw-Hill.

England, Elaine & Andy Finney (2002). *Multimedia: Project Management for Interactive Media* (3rd ed.). Addison-Wesley.

Other references / online resources

Strauss, Roy (1997). *Managing Multimedia Projects*.

Button, Bryce (2002). *Nonlinear Editing Storytelling, Aesthetics, & Craft*. CMP Books.

Chapman, Nigel & Jenny Chapman (2004). *Digital Multimedia* (2nd ed.). John Wiley & Sons, Ltd.