City University of Hong Kong

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

Part I

Course Title:	Dynamic Web Communication
Course Code:	COM5503
Course Duration:	One semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

Course Aims

This course provides hands-on training on the retrieval, organization, and updating of online database for communication purposes. It provides opportunities for students to be exposed to a wide range of strategies and skills for the design, administration, and evaluation of interactive websites, including data structure and format, user interface, search engine, report generation, and security system. With the technical foundations built, the students are expected to develop conceptual and operational skills to discover and implement effective and innovative strategies of interactive communication.

Course Intended Learning Outcomes (CILOs)
Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Discover and evaluate the strengths and weaknesses of the existing approaches used in various communication industries to the storage, retrieval, delivery and administration of information for internal and external purposes.	25%
2.	Design innovative and dynamic (i.e. database-enabled) websites that include user interface, backend database, and other relevant components.	50%
3.	Deploy and administrate dynamic websites with an emphasis on information content, user accounts, security mechanism, and other key issues.	25%

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 on the principles and concepts involved in database technologies and design	1 (for 12 weeks)
2, 3	Tutorials in which students will practice the skills involved in database design	1.5 (for 12 weeks)
1, 2, 3	In-class discussions and case studies	0.5 (for 12 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	Exercises	30%	
2	Website Construction	50%	
3	Website Administration and Report	20%	

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:

Website construction:
- High relevance to communication needs in real life
- Informative and user-friendly interface
- Basic database-supported functionality (search, insert, update, deletion)
- Close integration between interface and database functions

Website administration and report:
- Detailed analysis of market needs and intended users
- Clear identification of central theme and specific features
- Practical plans for deployment, maintenance and update
- Through documentation of the design process

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

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of innovative thinking, organization and application of the principles and skills in dynamic web communication, as demonstrated in the design, construction, and administration of database-enabled websites, report, and exercises (with a total score of 90-100 weighted points).

B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject and some evidence of creative and critical capacity to apply the principles and skills in communication database, as demonstrated in the design, construction, and administration of database-enabled websites, report, and exercises (with a total score of 80-89 weighted points).
C+ C C-	2.3 2.0 1.7	Adequate:	Evidence of basic understanding and ability to develop solutions to simple problems in communication database, as demonstrated in the design, construction, and administration of database-enabled websites, report, and exercises (with a total score of 70-79 weighted points).
D	1.0	Marginal:	Evidence of sufficient familiarity with the basic principles and skills in communication database, as demonstrated in the design, construction, and administration of database-enabled websites, report, and exercises (with a total score of 60-69 weighted points).
F	0.0	Failure:	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature, as demonstrated in the design, construction, and administration of database-enabled websites, report, and exercises (with a total score of 59 or lower weighted points).

Part III

Keyword Syllabus

Dynamic websites for communication, functions of online database in media industries, stand-alone versus networked database, information retrieval and organization, search strategies, data structure, user interface, user experience, user authentication, information security.

Recommended Reading
Text(s)
> Susan Sales Harkins, Bryan Chamberlain & Darren McGee (2003). *Mastering Dreamweaver MX Databases*. Sybex.

Other references / Online Resources
- http://newmedia.cityu.edu.hk/com5503 (a specifically designed and constantly updated gateway for all relevant online resources)
- http://www.adobe.com/cfusion/webforums/forum/index.cfm?forumid=1 (official support site for ColdFusion)
- http://www.w3schools.com/sql (SQL tutorial site)