City University of Hong Kong
Course Syllabus

offered by Department of Media and Communication
with effect from Semester A 2017/18

Part I   Course Overview

Course Title: Advanced Multimedia Communication

Course Code: COM5504

Course Duration: 1 Semester

Credit Units: 3

Level: P5

**Medium of
Instruction:**   English

**Medium of
Assessment:**   English

Prerequisites:
(Course Code and Title)   Nil

Precursors:
(Course Code and Title)   Nil

Equivalent Courses:
(Course Code and Title)   Nil

Exclusive Courses:
(Course Code and Title)   Nil

Part II   Course Details

1.   Abstract

This advanced course builds on and continues what has been taught in the core course "Multimedia Communication.   It aims to further sharpen students' abilities and skills in the design, development, and application of multimedia products.   It will teach students the latest technologies and innovations in multimedia production, including 4K video production, 3-D video production, Virtual Reality (VR) production, sound effects, basic animation of still images, and interactive layout for Web and online magazines.

2.   Course Intended Learning Outcomes (CILOs)
(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Demonstrate knowledge and skills of information gathering and multimedia production		✓	✓	✓
2.	Demonstrate knowledge and skills in the design and production of meaningful multimedia products		✓	✓	✓
3.	Use various multimedia tools (such as 4K cameras, 3D cameras and VR equipment) to produce multimedia projects		✓	✓	✓
4.	Use various digital editing software to create digital content		✓	✓	✓
5.	Produce multimedia products in the form of television newscast, E-magazine, online radio broadcast of professional quality		✓	✓	✓
6.	Demonstrate abilities to discover, evaluate and develop innovative multimedia products		✓	✓	✓
		100%			

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 self-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.

3. Teaching and Learning Activities (TLAs)
(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week
		1	2	3	4	5	6	(if applicable)
Lectures	Lectures on information gathering and processing for multimedia production	✓	✓					Throughout the class
Multimedia project	Assignments on producing a multimedia using various equipment and software	✓	✓			✓		Throughout the class
Exercises	Exercises on processing text, audio and visual information, editing and producing an information package for broadcasting and publication through a specific media outlet			✓	✓	✓	✓	Throughout the class
Lectures and discussions	Lectures and discussions on how to operate a multimedia project for different media outlets and the discovery and development of innovative solutions to various multimedia content presentation and delivery						✓	Throughout the class

4. Assessment Tasks/Activities (ATs)
(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4	5	6		
Continuous Assessment: 100%								
Multimedia production critiques	✓	✓					10%	
Production and animation of still images	✓	✓			✓		20%	
Production of audio and visual projects			✓	✓			20%	
Layout of visual and verbal projects					✓		10%	50% of the writing exercise assessment will use Chinese
Integration of multimedia information package production			✓	✓	✓	✓	40%	50% of the newscast assessment will use Chinese
Examination: NA								
							100%	

5. Assessment Rubrics
(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Multimedia production critiques	1.1 Ability to critically evaluate multimedia products 1.2 Ability to explain and present critiques	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Production and animation of still images	2.1 Ability to produce industry-standard still images and basic animation	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Production of audio and visual projects	3.1 Ability to produce creative and informative audio and visual projects	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Layout of visual and verbal projects	4.1 Ability to design and lay out Web and off-line products	High	Significant	Moderate	Basic	Not even reaching marginal levels

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

Interactive and innovative multi-media project:
- Interactivity
- Innovative and good visual appeal
- Integration: able to integrate various media elements

Short paper:
- Evaluation and analysis
- Logical conclusions and/or recommendations
- Organization, style and writing

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

Part III Other Information (more details can be provided separately in the teaching plan)

1. **Keyword Syllabus**

   Interactive Multimedia, Interactive Concept, New media, Multimedia Technology, Multimedia authoring, Interpersonal Communication, Mass Communication, Digital media, Communication Concept, innovative business method, creative design

2. **Reading List**

2.1 **Compulsory Readings**
(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

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

2.2 **Additional Readings**
(Additional references for students to learn to expand their knowledge about the subject.)

1.	Jenifer Tidwell (2006). *Designing interfaces*. O'Reilly Media Inc.
	Gerard Blokdijk (2016). Multimedia Production - Simple Steps to Win, Insights and Opportunities for Maxing Out Success. International MONETARY FUND, 2015
2.	Jenifer Tidwell (2006). *Designing interfaces*. O'Reilly Media Inc.
3.	Fred Gerantabee & AGI Creative Team (2007). *Dynamic Learning Flash CS3 Professional*. O'Reilly Media Inc.