City University of Hong Kong
Course Syllabus

offered by College/School/Department of COM
with effect from Semester A 2017/18

Part I   Course Overview

Course Title:	Digital Visual Media
Course Code:	COM5509
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

The course aims to train students in both the MA in Communication and New Media and MA in Integrated Marketing Communication programs to design, produce and disseminate digital visual media works for the rapidly developing industries in this region and in the world. Conceptually, students will learn the aesthetics and cultural orientations of the digital visual media in the age of TV 2.0. Practically, students will learn and command professional skills in digital visual media, such as digital photography, digital videography, digital audiography, digital storytelling, digital visual/audio editing, and on/off-line dissemination. Through coaching and tutorials, students will produce artistic and industry-standard timelapse works, promotional/corporate videos, television commercials, trailers, and short documentaries.

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 the ability to analyse the trend of digital visual media in the world.				√
2.	Explain the theoretical and aesthetic principles of digital visual media.			√	
3.	Produce and edit industry-standard digital photography.		√	√	
4.	Produce and edit industry-standard creative videography and audiography		√	√	√
5.	Disseminate creative digital visual works on or off line.		√	√	√
		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 (if applicable)
		1	2	3	4	5		
Lectures and tutorials	Class lectures and discussion on the development, aesthetics and social impact of digital visual media – in an interactive manner.	√	√*	√*	√	√*		2 hours/week
Individual assignments	Students produce individual products in digital photography, audiography and videography.	√*	√	√	√*	√		2 hours/week for 8 weeks
Group projects	Students produce and disseminate industry-standard timelapse videos, promotional videos, television commercials, visual newscasts, and short documentaries	√	√	√*	√	√		3 hours/week for 9 weeks

√* indirectly

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			
Continuous Assessment: 100%								
Class participation and tutorial tasks	√		√	√			20%	
Individual exercises		√	√		√		30%	
Group project	√	√		√	√		50%	
Examination: ____% (duration: , if applicable)								
							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. Class participation and tutorial tasks	Ability to analyse and critique digital visual media development and aesthetics	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Individual exercises	Ability to approach and produce individual digital visual media works creatively and professionally	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Group project and presentation	Ability to produce major industry-standard digital visual media works and deliver them through online or offline channels	High	Significant	Moderate	Basic	Not even reaching marginal levels

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

1.   **Keyword Syllabus**
     (An indication of the key topics of the course.)
     digital visual media, digital photography, digital audiography, digital videography, creative story telling, professional visual production

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.	Anna Bentkowska-Kafel et al. (eds.)(2009) *Digital visual culture – theory and practice.* University of Chicago Press: 1427 E. 60th Street Chicago, IL 60637 USA [http://press.uchicago.edu/ucp/books/book/distributed/D/bo6921727.html]
2.	Scott Kelby(2008). *The digital photography book: v2* [http://www.bookdepository.com/book/9780321524768?redirected=true&gclid=CjwKEAiAoIK1BRCRiMqphvnlwlwSJAAOebPMVcJVaho-btCb17o2TxYmy7kXjiFS5CV-3zLS9yq7-xoCrkvw_wcB]
3.	Sonja Schenk & Ben Long(2011). *Digital filmmaking handbook*, 2nd edition. [https://www.goodreads.com/book/show/10611540-the-digital-filmmaking-handbook]

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

1.	Maxim Jago(2015). *Adobe Premiere CC classroom in a book.* [http://www.adobepress.com/store/adobe-premiere-pro-cc-classroom-in-a-book-2015-release-9780134309989]