City University of Hong Kong
Course Syllabus

offered by Department of Media and Communication
with effect from Semester A 2022/23

Part I   Course Overview

Course Title:	Internet Communication
Course Code:	COM5501
Course Duration:	One 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 course provides hands-on training on innovative issues involved in the Internet for communication purposes, including 1) creative/information design, 2) technical maintenance, 3) business operation, 4) social scientific research, and 5) legal and ethical considerations. At the end of the course, students are expected to be able to discover the following knowledge and skills: to design creative   and user friendly webpages; to deploy and administer innovative websites; to develop business models for desired applications, and to analyze social and legal implications of web projects concerned.

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.	Discover and analyze the existing websites used in various communication industries, identify unfilled market needs, and develop business models for creative web applications to fill the gap.		√	√	
2.	Generate and deploy innovative and user friendly webpages for communication purposes.		√	√	√
3.	Analyze social and legal implications of web projects concerned.		√	√	
		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	
Lectures	Discover the major concepts and theories	✓		✓	1 / 12 weeks
Assignment	Analyze strengths and weaknesses of existing websites via case studies	✓		✓	1 / 6 weeks
Project	Generate creative webpage design	✓	✓	✓	2 / 6 weeks
Assignment	Analyze social and legal implications of web projects	✓		✓	1 / 6 weeks

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		
Continuous Assessment: 100%					
Analyze the basic innovative components of webpage design through a series of in-class and/or take-home exercises	✓		✓	20%	
Create innovative webpage design (an integrated website of at least 10 webpages based on an e-plan)	✓	✓	✓	50%	
Generate analytical report of existing website	✓		✓	30%	
Examination: NA					
				100%	

5. Assessment Rubrics

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

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. In-class and/or take-home exercises	Analyze the basic innovative components of webpage design through a series of in-class and/or take-home exercises	Work that demonstrates full understanding of the concepts and theories covered in the class.	Work that demonstrates good understanding of the concepts and theories covered in the class	Work that demonstrates adequate understanding of the concepts and theories covered in the class.	Work that demonstrates little understanding of the concepts and theories covered in the class.
2. Final proejct	Create innovative webpage design (an integrated website of at least 10 webpages based on an e-plan)	Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.	Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.	Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.	Work that has no logic or unclear.
3. Analytical report	Examine the key topics of the Internet technology, social and business trend and impact	Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation.	Work involved adequate analyses, clear/logical arguments, and good presentation	Work involved acceptable analyses, and clear presentation.	Work that has no logic or unclear.

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. In-class and/or take-home exercises	Analyze the basic innovative components of webpage design through a series of in-class and/or take-home exercises	Work that demonstrates full understanding of the concepts and theories covered in the class.	Work that demonstrates good understanding of the concepts and theories covered in the class	Work that demonstrates adequate understanding of the concepts and theories covered in the class.	Work that demonstrates minimal understanding of the concepts and theories covered in the class.	Work that demonstrates little understanding of the concepts and theories covered in the class.
2. Final proejct	Create innovative webpage design (an integrated website of at least 10 webpages based on an e-plan)	Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.	Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.	Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.	Work involved, original thoughts, clear/logical arguments, and good presentation.	Work that has no logic or unclear.
3. Analytical report	Examine the key topics of the Internet technology, social and business trend and impact	Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation.	Work involved adequate analyses, clear/logical arguments, and good presentation	Work involved acceptable analyses, and clear presentation.	Work involved clear presentation	Work that has no logic or unclear.

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.)

   The Internet and World Wide Web, creative interface, information content, web technology, Internet business model, legal regulations, ethical considerations, user behaviour 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.	Joel Sklar (2006). *Principles of Web Design* (3rd ed.). Thomson Course Technology.

2.2 **Additional Readings**

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

1.	Freeman, E., "Head first HTML with CSS and XHTML", 2005, ISBN 059610197X
2.	Mumaw, S., "Redesigning Web Sites: Retooling for the Changing Needs of Business", Rockport. ISBN 1564969533
3.	North, B., "Joomla! 1.5: A User's Guide: Building a Successful Joomla! Powered Website", ISBN: 9780137012312
4.	"Web layout 設計的美學", ISBN: 9574424170
5.	楊比比, "Photoshop 網路熱門數位修片 150 招", ISBN: 9789861815718
6.	王永福、董冠伯, "Joomla 1.5 架站 123--圖解入門", ISBN: 9789861817729

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   http://www.businessinsider.com.au/tech

   e-Marketing.com:
   http://www.emarketer.com/

   w3school.com:
   http://www.w3schools.com/