

# COM5501: INTERNET COMMUNICATION

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Internet Communication

### Subject Code

COM - Media and Communication

### Course Number

5501

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### 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.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Students will analyze existing websites used in various communication industries, identify unfilled market needs, and develop business models for creative web applications to fill the gaps.		x	x	
2 Students will generate and deploy innovative and user friendly webpages for communication purposes.		x	x	x
3 Students will analyze social and legal implications of their web projects.		x	x	

#### 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 real-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.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1 Lectures	Student will study the major concepts and theories	1, 3	1 / 12 weeks
2 Assignment	Student will analyze the strengths and weaknesses of existing websites via case studies	1, 3	1 / 6 weeks
3 Project	Students will generate creative webpage design	1, 2, 3	2 / 6 weeks
4 Assignment	Students will analyze the social and legal implications of their web projects	1, 3	1 / 6 weeks

### Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Analyze the basic innovative components of webpage design through a series of in-class and/or take-home exercises	1, 3	20	-	Yes
2	Create innovative webpage design (an integrated website of at least 10 webpages based on an e-plan)	1, 2, 3	50	-	Yes
3	Generate analytical report of existing website	1, 3	30	-	Yes

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

In-class and/or take-home exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Analyze the basic innovative components of webpage design through a series of in-class and/or take-home exercises

**Excellent**

(A+, A, A-) Work that demonstrates full understanding of the concepts and theories covered in the class.

**Good**

(B+, B, B-) Work that demonstrates good understanding of the concepts and theories covered in the class

**Fair**

(C+, C, C-) Work that demonstrates adequate understanding of the concepts and theories covered in the class.

**Marginal**

(D) Work that demonstrates minimal understanding of the concepts and theories covered in the class.

**Failure**

(F) Work that demonstrates little understanding of the concepts and theories covered in the class.

**Assessment Task**

Final project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Create innovative webpage design (an integrated website of at least 10 webpages based on an e-plan)

**Excellent**

(A+, A, A-) Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

**Good**

(B+, B, B-) Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

**Fair**

(C+, C, C-) Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.

**Marginal**

(D) Work involved, original thoughts, clear/logical arguments, and good presentation.

**Failure**

(F) Work that has no logic or unclear.

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**Assessment Task**

Analytical report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Examine the key topics of the Internet technology, social and business trend and impact

**Excellent**

(A+, A, A-) Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation.

**Good**

(B+, B, B-) Work involved adequate analyses, clear/logical arguments, and good presentation

**Fair**

(C+, C, C-) Work involved acceptable analyses, and clear presentation.

**Marginal**

(D) Work involved clear presentation

**Failure**

(F) Work that has no logic or unclear.

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**Assessment Task**

In-class and/or take-home exercises (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Analyze the basic innovative components of webpage design through a series of in-class and/or take-home exercises

**Excellent**

(A+, A, A-) Work that demonstrates full understanding of the concepts and theories covered in the class.

**Good**

(B+, B) Work that demonstrates good understanding of the concepts and theories covered in the class

**Marginal**

(B-, C+, C) Work that demonstrates adequate understanding of the concepts and theories covered in the class.

**Failure**

(F) Work that demonstrates little understanding of the concepts and theories covered in the class.

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**Assessment Task**

Final proejct (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Create innovative webpage design (an integrated website of at least 10 webpages based on an e-plan)

**Excellent**

(A+, A, A-) Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

**Good**

(B+, B) Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

**Marginal**

(B-, C+, C) Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.

**Failure**

(F) Work that has no logic or unclear.

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**Assessment Task**

Analytical report (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Examine the key topics of the Internet technology, social and business trend and impact

**Excellent**

(A+, A, A-) Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation.

**Good**

(B+, B) Work involved adequate analyses, clear/logical arguments, and good presentation

**Marginal**

(B-, C+, C) Work involved acceptable analyses, and clear presentation.

**Failure**

(F) Work that has no logic or unclear.

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## Part III Other Information

**Keyword Syllabus**

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

**Reading List****Compulsory Readings**

Title	
1	Joel Sklar (2006). Principles of Web Design (3rd ed.). Thomson Course Technology.

**Additional Readings**

Title	
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
7	Business insider Australia: <a href="http://www.businessinsider.com.au/tech">http://www.businessinsider.com.au/tech</a>
8	e-Marketing.com: <a href="http://www.emarketer.com/">http://www.emarketer.com/</a>
9	w3school.com: <a href="http://www.w3schools.com/">http://www.w3schools.com/</a>