

COM5503: DYNAMIC WEB COMMUNICATION

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Dynamic Web Communication

Subject Code

COM - Media and Communication

Course Number

5503

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 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, 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)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
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	x		
2	Design innovative and dynamic (i.e., database-enabled) websites that include user interface, backend database, and other relevant components.	50	x	x	
3	Deploy and administrate dynamic websites with an emphasis on information content, user accounts, security mechanism, and other key issues.	25	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	Lectures on the principles and concepts involved in database technologies and design	1	1 (for 12 weeks)
2	Tutorials	Tutorials in which students will practice the skills involved in database design	2, 3	1.5 (for 12 weeks)
3	In-class activities	In-class discussions and case studies	1, 2, 3	0.5 (for 12 weeks)

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Exercises	1, 2	30	-	No
2	Website Construction	2	50	-	Yes
3	Website Administration and Report	3	20	-	No

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

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

Criterion

Ability to demonstrate the mastering of programming and database design skills taught

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

Ability to construct a website which demonstrates the understanding of principles of dynamic website and their applications

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Website Administration and Report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate the mastering of dynamic website management skills taught

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

Ability to demonstrate the mastering of programming and database design skills taught

Excellent

(A+, A, A-) Strong evidence of mastering the programming and database design skills taught

Good

(B+, B) Adequate evidence of mastering the programming and database design skills taught

Marginal

(B-, C+, C) Some evidence of mastering the programming and database design skills taught

Failure

(F) Fail to show evidence of mastering the programming and database design skills taught

Assessment Task

Website Construction (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to construct a website which demonstrates the understanding of principles of dynamic website and their applications

Excellent

(A+, A, A-) Strong evidence of understanding the principles of dynamic website and their applications

Good

(B+, B) Adequate evidence of understanding the principles of dynamic website and their applications

Marginal

(B-, C+, C) Some evidence of understanding the principles of dynamic website and their applications

Failure

(F) Fail to show evidence of understanding the principles of dynamic website and their applications

Assessment Task

Website Administration and Report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate the mastering of dynamic website management skills taught

Excellent

(A+, A, A-) Strong evidence of mastering the dynamic website management skills taught

Good

(B+, B) Adequate evidence of mastering the dynamic website management skills taught

Marginal

(B-, C+, C) Some evidence of mastering the dynamic website management skills taught

Failure

(F) Fail to show evidence of mastering the dynamic website management skills taught

Additional Information for AR

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.

Part III Other Information

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.

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Luke Welling and Laura Thomson, PHP and MySQL Web Development, 4/E
2	HTML Tutorial http://www.w3schools.com/html/default.asp
3	Official PHP Manual http://php.net/manual/en/index.php
4	PHP MySQL Database http://www.w3schools.com/php/php_mysql_intro.asp