

# SM5354: DESIGN THINKING AND INNOVATION IN MEDIA

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## Effective Term

Summer Term 2026

## Part I Course Overview

### Course Title

Design Thinking and Innovation in Media

### Subject Code

SM - School of Creative Media

### Course Number

5354

### Academic Unit

School of Creative Media (SM)

### College/School

School of Creative Media (SM)

### 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

The course is designed to equip students with the skills and knowledge necessary to harness the power of Design Thinking methodology in the context of digital media. It delves into the intricacies of understanding and empathizing with users, identifying their needs and pain points, and creating innovative solutions through digital products such as mobile applications and websites. Students will engage in a hands-on, iterative learning process that emphasizes empathy, ideation, prototyping, and testing. Through a blend of theoretical knowledge and practical application, participants will learn to navigate the complexities of user experience (UX) design, leveraging tools and techniques to develop user-centric digital solutions that address real-world problems.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyse user interface examples and develop taste for good and bad interfaces.	x		
2	Learn and apply methods to discover and illustrate users' needs and pain points.	x	x	x
3	Develop innovative digital solutions to address users' problems.	x	x	x
4	Apply tools and methods for prototyping a digital product, iteratively from low-fidelity to high-fidelity.		x	x
5	Evaluate user interfaces with various methods.	x	x	x
6	Communicate and collaborate with team members throughout a design process, articulate critical reflection.	x		
7	Deliver a live demo of the final prototype in group presentation and submit an individual design portfolio.	x	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 introducing Design Thinking methods, including interview, observation, brainstorming, storyboarding, user persona, prototyping, evaluation	1, 2, 3, 4, 5	1.5h/week

2	Group activities	Applying the Design Thinking methods to the development of their group project, through group discussion and co-work sessions with lecturer's and TAs feedback	2, 3, 4, 5, 6	1h/week
3	Peer sharing and critique	Students sharing tips and tricks using prototyping tools and leaving feedback on other students' design	4, 6	1h
4	Presentation and critique	Presenting intermediate and final outcome of the project, receive feedback from lecturer and audience	6, 7	0.5h/week
5	Guest lecture	Listening to UX designers' sharing about real-world practice from IT companies or design studio	1, 2, 3, 4, 5	1h

**Assessment Tasks / Activities (ATs)**

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Individual design portfolio	1, 2, 3, 4, 5	55	-	Yes
2	Demo and presentation	6, 7	25	-	Yes
3	Video showcase	6, 7	10	-	Yes
4	Peer-review participation	1, 6	10	-	Yes

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Minimum Continuous Assessment Passing Requirement (%)**

0

**Minimum Examination Passing Requirement (%)**

0

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

Individual design portfolio (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

The illustration of design process, iterations and refinements: how well the major design methods were applied to the project, how well the rationale was illustrated and the depth of reflection.

**Excellent**

(A+, A, A-)

Interesting insights found from user research; evidence of iterative refinement of design artifacts; good articulation of rationale of design choices; critical reflection throughout project development; high quality of design; insightful evaluation of prototype and improvement of design based on findings.

**Good**

(B+, B, B-)

Adequate identification of user needs; adequate application of major steps of design thinking methods; reasonable organization, balanced structure and composition; adequate quality of design; clear illustration of design process.

**Fair**

(C+, C, C-)

Some user needs identified; partial application of design thinking methods; Fair completion of design; Fair illustration of the process.

**Marginal**

(D)

Incomplete design; partial grasp of design thinking process and methods; some user research and design ideas illustrated.

**Failure**

(F)

Inadequate user research and design iteration; poor illustration of the portfolio; lack of reflection or rationale.

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**Assessment Task**

Demo, presentation and video showcase (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Final group presentation of the project, including a live demo of an interactive prototype of the final design artefact.

**Excellent**

(A+, A, A-)

Engaging and well organized communication of the project; high quality and effective design artefact addressing the target problems of a target user group; excellent visual aesthetics and user experience design.

**Good**

(B+, B, B-)

Adequate communication of the project; adequate quality of a completed design artefact; evidence of the design addressing some user problems; adequate visual aesthetics.

**Fair**

(C+, C, C-)

Fair completion of a design artefact addressing some user problem; fair quality of visual and user experience design.

**Marginal**

(D)

Incomplete design and demonstration of the artefact; design product not effective in addressing user problem.

**Failure**

(F)

Inadequate design work and inadequate identification of user group nor user problem.

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### Assessment Task

Peer-review participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

### Criterion

Participating peer-review activities by reviewing other teams' work and providing feedback.

### Excellent

(A+, A, A-)

Frequent comments on peers' weekly work; in-depth understanding and constructive feedback for peers' work; active and positive attitude for learning from each other; contributing to peer learning by sharing tips and tricks of tool uses.

### Good

(B+, B, B-)

Adequate frequency in commenting on peers' work; adequate understanding and useful feedback for peers.

### Fair

(C+, C, C-)

Fair frequency in commenting on peers' work; fair attention to peer learning.

### Marginal

(D)

Seldomly commenting on peers' work; overly brief or non-constructive feedback.

### Failure

(F)

Poor participation in peer review; rarely providing any feedback to others' work.

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## Part III Other Information

### Keyword Syllabus

UI/UX Design; Design Thinking; Digital Innovation

### Reading List

#### Compulsory Readings

	Title
1	Jennifer Preece, Helen Sharp, Yvonne Rogers. Interaction Design: Beyond Human-Computer Interaction. John Wiley & Sons, 2015.
2	Bill Buxton. Sketching User Experiences: Getting the Design Right and the Right Design. Morgan Kaufmann; 1st edition, 2007.
3	Don Norman. The Design Of Everyday Things. Basic Books; Revised edition (November 5, 2013)

#### Additional Readings

	Title
1	Dan Roam. The Back of the Napkin: Solving Problems and Selling Ideas with Pictures. Portfolio; Expanded edition (February 26, 2013).
2	Williemien Brand. Visual Thinking: Empowering People and Organisations through Visual Collaboration. Laurence King Publishing (March 30, 2017)

3	Ben Shneiderman, Catherine Plaisant, Maxine Cohen, Steven Jacobs. Designing the User Interface: Strategies for Effective Human-Computer Interaction. Pearson; 5th edition (March 8, 2009)
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