

# CA29202: DIGITAL MEDIA AND PRESENTATION

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**Effective Term**

Semester A 2022/23

## Part I Course Overview

**Course Title**

Digital Media and Presentation

**Subject Code**

CA - Civil and Architectural Engineering

**Course Number**

29202

**Academic Unit**

Architecture and Civil Engineering (CA)

**College/School**

College of Engineering (EG)

**Course Duration**

One Semester

**Credit Units**

3

**Level**

A1, A2 - Associate Degree

**Medium of Instruction**

English

**Medium of Assessment**

English

**Prerequisites**

Nil

**Precursors**

Nil

**Equivalent Courses**

BST21012 Communication Studies - Digital Media and Presentation; or BST21213 Communication Studies 3

**Exclusive Courses**

Nil

## Part II Course Details

### Abstract

This course aims to provide you with the knowledge and skills of integrating various types of digital media and presentation materials for representing different aspects of an architectural design.

### Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Produce digital images using appropriate computer software and associated techniques.		x		
2	Select the appropriate communication means and presentation materials based on the requirements and priorities of a building project at different stages of development.		x		
3	Develop diagrams and other graphic materials using various computer techniques to communicate key information of an architectural design proposal.			x	
4	Generate digital models and rendering of an architectural design to illustrate the major characteristics and articulation of the design.			x	
5	Compile a comprehensive set of presentation materials in the form of drawings and models to address different communication purposes.				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.

**Teaching and Learning Activities (TLAs)**

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Workshop	Engages students in hands-on exercises and practice of the selected skills/topics. Students will perform prescribed tasks under the guidance of an instructor for the practice and acquisition of skills that are required for the completion of students' coursework/assignments as well as for their future career after graduation.	1, 2, 3, 4, 5

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Assignments	1, 2, 3, 4, 5	70
2	In-class Exercise	1, 3, 4	30

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Additional Information for ATs**

Students must attain a minimum mark of 30 in all assessment components AND an overall mark of 40 to pass the course.

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

Assignments

**Criterion**

1.1 Produce effective digital images using appropriate computer software and associated techniques by composing images which are visually expressive to illustrate the design aspects.

1.2 Skills in selecting the appropriate communication means and presentation materials based on the requirements and priorities of a building project at different stages of development.

1.3 Develop effective diagrams and other graphic materials using various computer techniques to communicate key information of an architectural design proposal.

1.4 Generate quality digital models and rendering of an architectural design to illustrate the major characteristics and articulation of the design.

1.5 Compile a comprehensive set of presentation materials in the form of drawings and models to address different communication purposes.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal level

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**Assessment Task**

In-class Exercise

**Criterion**

2.1 Produce effective digital images using appropriate computer software and associated techniques by composing images which are visually expressive to illustrate the design aspects

2.2 Develop effective diagrams and other graphic materials using various computer techniques to communicate key information of an architectural design proposal.

2.3 Generate quality digital models and rendering of an architectural design to illustrate the major characteristics and articulation of the design.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal level

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## Part III Other Information

**Keyword Syllabus**

- Architectural documentation and presentation: Graphic techniques to convey design concepts and analysis; contextual model making techniques.
- Computer graphics: Basic concepts and techniques in graphics presentation software; image processing; graphic file formats and interchange.
- 3D rendering and animation: Basic concepts and techniques; 3D studio set-up; rendering features; essential modelling; rendering techniques; material rendering; lighting & view settings.

**Reading List**

**Compulsory Readings**

Title	
1	Nil

**Additional Readings**

	Title
1	Ethier, S. J. (2003). 3D studio MAX in motion: basics using 3D studio MAX 4.2. Columbus: Prentice Hall.
2	Georges, G. (2004). 50 fast Photoshop CS techniques. Chichester: Wiley.
3	Goldman, G. (1997). Architectural graphics: traditional and digital communication. Upper Saddle River: Prentice Hall.
4	Griffin, A.W. (1998). Introduction to architectural presentation graphics. Upper Saddle River: Prentice Hall.
5	Kabili, J. (2004). Photoshop CS complete course. Hoboken: Wiley Publishing.
6	Motier, R. S. (2001). 3D studio MAX: building complex models. Rockland: Charles River Media.
7	Uddin, M. S. (1997). Composite drawing: techniques for architectural design presentation. New York: McGraw-Hill.