

COM2509: INTERACTIVE DIGITAL COMMUNICATION

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Interactive Digital Communication

Subject Code

COM - Media and Communication

Course Number

2509

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's 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 aims to explore the interactive nature of digital media, their applications in different areas of communication, changes brought by interactive digital communication, and the impact of interactive digital communication on various aspects of society and personal life through readings, lectures, and class discussions. Additionally, students will create projects of interactive digital media through hands-on use of various creative/business applications and techniques. This class will prepare students for additional courses in applications of interactive digital communication.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Describe the interactive nature of digital media	20	x		
2	Explain how interactive digital media are applied in different areas of communication	20		x	
3	Analyze social impact of interactive digital communication	20	x	x	
4	Evaluate the applications of interactive digital media	20		x	
5	Create applications of interactive digital media using tools and knowledge	20		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.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Lectures	Lectures on basic knowledge of interactive digital media and their applications	1	2 weeks
2	Lectures & class discussion	Lectures and class discussions on how interactive digital media affect different aspects of social and personal life	2	4 weeks

3	Class discussions & assignments	Class discussions and assignments on analysis of applications of interactive digital media in media and communication	3	2 weeks
4	Class demonstrations & exercises	Class demonstrations and exercises on computer tools and software for interactive digital communication	4	2 weeks
5	Assignments	Assignments on projects to create interactive digital media applications for specific communication purposes	5	Throughout the semester

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Individual project – design an application for interactive digital communication by applying the knowledge and skills learned in class	1, 2, 3, 4, 5	20	
2	A midterm testing the knowledge of for interactive digital communication	1, 2, 3	20	
3	Class exercises using different tools for interactive digital media creation/analysis	4	20	
4	Final test - testing the knowledge of and skills for interactive digital communication	1, 2, 3, 4, 5	40	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Individual project

Criterion

Demonstrate ability to apply the knowledge and skills learned in class to design an interactive digital media application

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

Class exercises

Criterion

Demonstrate competence in different tools for interactive digital media creation/analysis.

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

Midterm and final exam

Criterion

Demonstrate knowledge of and skills for interactive digital communication

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

Part III Other Information

Keyword Syllabus

Digital media, Digital communication, Interactive media, Interactivity, Media application, Digital journalism, Interactive advertising, Interactive television, Internet application, Web application, New media, Social impact

Reading List

Compulsory Readings

Title	
1	Kraut, R. E. & Resnick, P. (2012). Evidence-based social design: Mining social sciences to build online communities. Cambridge, MA: MIT Press.
2	Berger, J. (2011). Contagion: Why things catch on. Simon & Schuster.
3	Norman, D. A. (2013). The design of everyday things, revised and expanded edition. New York: Basic Books.
4	Jenkins, H. (2006). Convergence culture: Where old and new media collide. NYU Press.

Additional Readings

Title	
1	Nil