SM3607: MOBILE MEDIA

Effective Term
Semester A 2025/26

Part I Course Overview

Course Title
Mobile Media

Subject Code
SM - School of Creative Media

Course Number
3607

Academic Unit
School of Creative Media (SM)

College/School
School of Creative Media (SM)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
CS2313 Computer Programming

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract
Mobile devices, such as iPhones and GPhones, have never been more popular. Stylish and versatile mobile devices will be designed to tempt consumers, but the real win is for content creators and developers. Creative use of mobile devices to

develop innovative media applications is essential to students as mobile lifestyle is how the way people live nowadays and expectedly, in the future.

The need and desire to access and use media devices regardless of where we are in the world has been around for centuries. This course first introduces the theory of mobile media and its creative use in existing representative art projects. The course then investigates various possibilities of practical mobile media development, taking full advantage of increasingly powerful technologies and functions of mobile devices. The integrated mobile hardware, software and service provide a challenging but enticing platform upon which to create innovative mobile media and interactive arts.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand and summarize the theory of mobile media, including its history, present and future			x	
2	Design user interface tailored for mobile devices			x	
3	Develop mobile multimedia and create new media sharing experience			x	
4	Apply digital media to real places and explore its social interactions with people, locations, or objects in the real world			x	x
5	Design interactive media prototypes or even products for mobile devices		x	x	x
6	Assign or link up extra self-initiated tasks on top of an assignment / coursework for further exploration of the subject		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	Lecture	- Lectures with audio-visual illustration - Reading homework	1	3 hrs/wk for 2 weeks
2	Workshop	- Workshops - Hands-on class exercises	2, 3, 4	3 hrs/wk for 9 weeks

3	Prototyping	- Assignments and project - In-class presentation - Critique - Distribution of student works to the public (optional)	2, 3, 4, 5, 6	3 hrs/wk for 2 weeks

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Reading homework	1	0	-	No
2	- Programming assignments - Assignment presentations	2, 3, 4	50	-	No
3	- Final project - Project presentation	5, 6	40	-	Yes
4	- Participation in class discussion - Contribution to classmates' critique sessions	1	10	-	No

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Programming Assignments and Final Project

Criterion

This assessment will grade on rationality, clarity and fluency of argument and comment. The threshold of 'discovery' lies in a student's ability to negotiate a position that is informed, defendable, and standing on personal insight.

Excellent (A+, A, A-)

· Excellent grasp of materials, able to explain key concepts and assumptions
· Completed all the basic requirements
· Well motivated ideas
· User-friendly user interface and well-designed graphics
· Creative use of the knowledge
· Without any runtime errors
· Clearly and effectively documented

Good (B+, B, B-)

· Firm grasp of materials, able to explain key concepts and assumptions
· Completed all the basic requirements
· Reasonably motivated ideas
· Usable user interface
· Reasonable organization, balanced structure, adequate content, sufficient ability to integrate various resources based on demand

- With few runtime errors
- Clearly documented

Fair (C+, C, C-)

- Comprehensive grasp of materials, able to explain key concepts
- Completed between 80-90% of the requirements
- Fairly motivated ideas
- Fairly usable user interface
- Fair organization, weak structure, adequate content, fair ability to integrate various resources based on demand
- With several runtime errors
- Basic documentation

Marginal (D)

- Loose grasp of materials, cannot explain key concepts
- Completed between 70-80% of the requirements
- Poorly motivate ideas
- Poor user interface
- Poor organization and structure, weak content, limited use of resources
- With many runtime errors
- Basic documentation

Failure (F)

- Poor grasp of materials
- Completed less than 70% of the requirements
- No organization and structure, inadequate content, no/irrelevant use of resources
- With compilation errors
- No documentation

Assessment Task

Presentation

Criterion

This assessment will grade on content and fluency of presentation. Students should show their co-operation to conduct a well-organized presentation with their own argument and evidence from readings and notes. The threshold of ‘discovery’ lied in a student’s self initiatives to conduct additional research and to personalize theories for her/his personal daily experience.

Excellent (A+, A, A-)

- Rich, informative content, excellent grasp of the material with in-depth and extensive knowledge of the subject matter
- Rigorous organization, coherent structure, and systematic exposition with a strong sense of narrative
- Superior presentation skills: distinct pronunciation, fluent expression and appropriate diction, exact time-management
- Critical analysis with insightful comments opening up new issues, or suggesting the ability to theorize

Good (B+, B, B-)

- Adequate content with firm grasp of the material that informs the audience on a subject matter
- Reasonable organization, balanced structure and composition
- Good verbal communication: comprehensible pronunciation, fluent expression and diction, fair time-management

Fair (C+, C, C-)

- Adequate content with comprehensive grasp of the material demonstrating basic knowledge of the subject matter
- Fair organization, weak structure and composition
- Fair presentation skills: acceptable pronunciation, expression and diction, fair time-management

Marginal (D)

- Weak content, loose grasp of the general ideas with some knowledge of the subject matter
- Poor organization, structure and composition
- Poor presentation skills: marginal pronunciation, expression and diction, poor time-management

Failure (F)

- Inadequate content, fail to identify the general ideas with knowledge of the subject matter
- No organization, structure or/and composition
- Poor presentation skills: marginal pronunciation, expression and diction, minimal time-management

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Assessment Task

Class Participation and Contribution

Criterion

This assessment task reviews students' participation and performance in discussions, debates and peer critique during the tutorial sessions. The evidence of 'negotiation', the sign of discovery, lies in students' pre-class preparation and interpersonal sensitivity to his/her peer members.

Excellent (A+, A, A-)

- Active in-class participation, positive listening, strong ability to stimulate class discussion and comment on other points
- In-depth pre-class preparation and familiarity with peer reports and other materials
- Interpret others' views with an open mind and ready to negotiate
- Readiness to share personal insight via analysis and synthesis with informed views
- Constructively critical, thus facilitating the discovery of new issues

Good (B+, B, B-)

- Active in-class participation, positive listening, ability to initiate class discussion and comment on other points
- Adequate pre-class preparation and familiarity with peer reports and other materials
- Interpret opinions effectively

Fair (C+, C, C-)

- Attentive in in-class participation, listening with comprehension, but only infrequently contributing
- Adequate pre-class preparation but little familiarity with peer reports and other materials
- Fair ability in interpreting opinions

Marginal (D)

- Unmotivated to participate in class discussion or comment on other people's views
- Little pre-class preparation and familiarity with peer reports and other materials
- Poor ability in interpreting opinions

Failure (F)

- Unwilling to participate in class discussion and comment on other points, even when requested by the teacher
- No pre-class preparation and familiarity with peer reports and other materials
- Minimal ability in interpreting opinions

Additional Information for AR

All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

Part III Other Information

Keyword Syllabus

Mobile Media, Mobile Interactivity, Social Media, Locative Media, Smart Phones, Mobile User Interface, Augmented Reality

Reading List

Compulsory Readings

	Title
1	Nil

Additional Readings

	Title
1	Learn Android Studio: Build Android Apps Quickly and Effectively by Clifton Craig and Adam Gerber