

# COM2509: INTERACTIVE DIGITAL COMMUNICATION

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## Effective Term

Semester B 2025/26

## 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 app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|---------------------------------------------------------------------------------------|---------------------|--------|--------|--------|
| 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     | Explain the social impact of interactive digital communication                        | 20                  | x      | x      |        |
| 4     | Evaluate the applications of interactive digital media                                | 20                  |        | x      |        |
| 5     | Design 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.

### Learning and Teaching Activities (LTAs)

| LTAs |                                 | Brief Description                                                                                                                                  | CILO No. | Hours/week (if applicable) |
|------|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------------|
| 1    | Lectures                        | Students will engage in lectures on basic knowledge of interactive digital media and their applications                                            | 1        | 2 weeks                    |
| 2    | Lectures & class discussion     | Students will engage in lectures and class discussions on how interactive digital media affect different aspects of social and personal life       | 2        | 4 weeks                    |
| 3    | Class discussions & assignments | Students will participate in class discussions and assignments on analysis of applications of interactive digital media in media and communication | 3        | 2 weeks                    |

|   |                                  |                                                                                                                                           |   |                         |
|---|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|---|-------------------------|
| 4 | Class demonstrations & exercises | Students will participate in class demonstrations and exercises on computer tools and software for interactive digital communication      | 4 | 2 weeks                 |
| 5 | Assignments                      | Students will participate in 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 ("- " for nil entry) | Allow Use of GenAI? |
|-----|----------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|------------------------------|---------------------|
| 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            | -                            | Yes                 |
| 2   | A midterm testing the knowledge of for interactive digital communication                                                               | 1, 2, 3       | 20            | -                            | No                  |
| 3   | Class exercises using different tools for interactive digital media creation/analysis                                                  | 4             | 20            | -                            | Yes                 |
| 4   | Final test - testing the knowledge of and skills for interactive digital communication                                                 | 1, 2, 3, 4, 5 | 40            | -                            | No                  |

**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

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**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

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**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

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## 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 |