

City University of Hong Kong

**Information on a Course
offered by Department of Media & Communication
with effect from Semester A in 2012 / 2013**

Part I

Course Title:	Advanced Multimedia Communication
Course Code:	COM5504
Course Duration:	One Semester
Credit Units:	3
Medium of Instruction:	English
Level:	P5
Pre-requisites:	Nil
Pre-cursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

Course Aims:

This advanced course aims to discover both conceptual and experience of interactive and innovative multimedia technology. It also explores the latest innovative multimedia technologies and its influence on communication process.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Integrate and create various multimedia tools to develop and deliver an interactive and innovative multimedia product	30%
2.	Apply the technology and processes involved in an interactive and innovative multimedia project	40%
3.	Explore and discover the influence and importance of the creative multimedia technology on communication process	30%

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No	TLAs	Hours/week (if applicable)
1	Lectures <i>Students will explore and discover the concepts and the process of how innovative multimedia technology influences the communication process</i>	1 (for 11 weeks)
2	Demonstrations <i>Students will learn how to apply and integrate various multimedia tools to produce interactive and innovative multimedia project</i>	1 (for 9 weeks)
2	Workshop <i>Students will practice and create different multimedia tools</i>	1 (for 9 weeks)
3	Presentation and Discussion <i>Students will explore , analyze and discuss real cases on the influence of multimedia technology on communication process</i>	2 (for 3 weeks)

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
1, 2, 3	Class Participation	10%	---
2	Interactive and innovative Multimedia Project <i>Students will have to submit and present interactive and innovative multimedia project</i>	45%	---
2	Coursework <i>Students will have to submit class assignments and home assignments</i>	15%	
1, 3	Short Paper (about 2500 – 4000 words) <i>Students will have to submit and present analytical report on the impact of creative multimedia technology on communication process</i>	30%	

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Grading pattern: Standard (A+, A, A-....F). The overall grade is based on student's overall performance in all assessment tasks/activities considered together. The meanings of the overall letter grades will be in line with those listed in the Academic Regulations.

More specific grading criteria for selected assessment tasks/activities are as follows:

Interactive and innovative multi-media project:

- Interactivity
- Innovative and good visual appeal
- Integration: able to integrate various media elements

Short paper:

- Evaluation and analysis
- Logical conclusions and/or recommendations
- Organization, style and writing

Weighting of the different criteria and other details will be given to the students during class.

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of creative thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of critical creativity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	2.3 2.0 1.7	Adequate:	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure:	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.
P		Pass:	"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis for a programme are specifically identified under the programme in the course catalogue.

Part III

Keyword Syllabus:

Interactive Multimedia, Interactive Concept, New media, Multimedia Technology, Multimedia authoring, Interpersonal Communication, Mass Communication, Digital media, Communication Concept, innovative business method, creative design

Recommended Reading:

Text(s)

England, Elaine & Andy Finney (2002). *Multimedia: Project Management for Interactive Media* (3rd ed.). Addison-Wesley.

Other reference / online resources

Jenifer Tidwell (2006). *Designing interfaces*. O'Reilly Media Inc.

Andy Anderson (2007). *Adobe Flash CS5.5 Professional on Demand*. Que Publishing.

Fred Gerantabee & AGI Creative Team (2007). *Dynamic Learning Flash CS3 Professional*. O'Reilly Media Inc.