COM5501: INTERNET COMMUNICATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Internet Communication

Subject Code

COM - Media and Communication

Course Number

5501

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate 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 provides hands-on training on innovative issues involved in the Internet for communication purposes, including 1) creative/information design, 2) technical maintenance, 3) business operation, 4) social scientific research,

and 5) legal and ethical considerations. At the end of the course, students are expected to be able to discover the following knowledge and skills: to design creative and user friendly webpages; to deploy and administer innovative websites; to develop business models for desired applications, and to analyze social and legal implications of web projects concerned.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discover and analyze the existing websites used in various communication industries, identify unfilled market needs, and develop business models for creative web applications to fill the gap.		x	X	
2	Generate and deploy innovative and user friendly webpages for communication purposes.		X	X	X
3	Analyze social and legal implications of web projects concerned.		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	Discover the major concepts and theories	1, 3	1 / 12 weeks
2	Assignment	Analyze strengths and weaknesses of existing websites via case studies	1, 3	1/6 weeks
3	Project	Generate creative webpage design	1, 2, 3	2 / 6 weeks
4	Assignment	Analyze social and legal implications of web projects	1, 3	1/6 weeks

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Analyze the basic innovative components of webpage design through a series of in-class and/or take-home exercises	1, 3	20	

	Create innovative webpage design (an	1, 2, 3	50	
	integrated website of at least 10 webpages based on an e-plan)			
	Generate analytical report of existing website	1, 3	30	

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

In-class and/or take-home exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Analyze the basic innovative components of webpage design through a series of in-class and/or take-home exercises

Excellent

(A+, A, A-) Work that demonstrates full understanding of the concepts and theories covered in the class.

Good

(B+, B, B-) Work that demonstrates good understanding of the concepts and theories covered in the class

Fair

(C+, C, C-) Work that demonstrates adequate understanding of the concepts and theories covered in the class.

Marginal

(D) Work that demonstrates minimal understanding of the concepts and theories covered in the class.

Failure

(F) Work that demonstrates little understanding of the concepts and theories covered in the class.

Assessment Task

Final project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Create innovative webpage design (an integrated website of at least 10 webpages based on an e-plan)

Excellent

(A+, A, A-) Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Good

(B+, B, B-) Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Fair

(C+, C, C-) Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.

Marginal

(D) Work involved, original thoughts, clear/logical arguments, and good presentation.

4 COM5501: Internet Communication

Failure

(F) Work that has no logic or unclear.

Assessment Task

Analytical report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Examine the key topics of the Internet technology, social and business trend and impact

Excellent

(A+, A, A-) Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation.

Good

(B+, B, B-) Work involved adequate analyses, clear/logical arguments, and good presentation

Fair

(C+, C, C-) Work involved acceptable analyses, and clear presentation.

Marginal

(D) Work involved clear presentation

Failure

(F) Work that has no logic or unclear.

Assessment Task

In-class and/or take-home exercises (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Analyze the basic innovative components of webpage design through a series of in-class and/or take-home exercises

Excellent

(A+, A, A-) Work that demonstrates full understanding of the concepts and theories covered in the class.

Good

(B+, B) Work that demonstrates good understanding of the concepts and theories covered in the class

Marginal

(B-, C+, C) Work that demonstrates adequate understanding of the concepts and theories covered in the class.

Failure

(F) Work that demonstrates little understanding of the concepts and theories covered in the class.

Assessment Task

Final proejct (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Create innovative webpage design (an integrated website of at least 10 webpages based on an e-plan)

Excellent

(A+, A, A-) Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Good

(B+, B) Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Marginal

(B-, C+, C) Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.

Failure

(F) Work that has no logic or unclear.

Assessment Task

Analytical report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Examine the key topics of the Internet technology, social and business trend and impact

Excellent

(A+, A, A-) Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation.

Good

(B+, B) Work involved adequate analyses, clear/logical arguments, and good presentation

Marginal

(B-, C+, C) Work involved acceptable analyses, and clear presentation.

Failure

(F) Work that has no logic or unclear.

Part III Other Information

Keyword Syllabus

The Internet and World Wide Web, creative interface, information content, web technology, Internet business model, legal regulations, ethical considerations, user behaviour innovative business method, creative design

Reading List

Compulsory Readings

	Title
1	Joel Sklar (2006). Principles of Web Design (3rd ed.). Thomson Course Technology.

Additional Readings

	Title
1	Freeman, E., "Head first HTML with CSS and XHTML", 2005, ISBN 059610197X
2	Mumaw S., "Redesigning Web Sites: Retooling for the Changing Needs of Business", Rockport. ISBN 1564969533
3	North, B., "Joomla! 1.5: A User's Guide: Building a Successful Joomla! Powered Website", ISBN: 9780137012312
4	""Web layout 設計的美學", ISBN: 9574424170"
5	楊比比 "Photoshop 網路熱門數位修片150招", ISBN: 9789861815718

6 COM5501: Internet Communication

6	王永福、董冠伯 "Joomla 1.5架站123圖解入門", ISBN: 9789861817729	
7	Business insider Australia: http://www.businessinsider.com.au/tech	
8	e-Marketing.com: http://www.emarketer.com/	
9	w3school.com: http://www.w3schools.com/	