

COM5504: ADVANCED MULTIMEDIA COMMUNICATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Advanced Multimedia Communication

Subject Code

COM - Media and Communication

Course Number

5504

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 advanced course builds on and continues what has been taught in the core course "Multimedia Communication". It aims to further sharpen students' abilities and skills in the design, development, and application of multimedia products. It will teach students the latest technologies and innovations in multimedia production, including 4K video production, 3-D video production, Virtual Reality (VR) production, sound effects, basic animation of still images, and interactive layout for Web and online magazines.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge and skills of information gathering and multimedia production		x	x	x
2	Demonstrate knowledge and skills in the design and production of meaningful multimedia products		x	x	x
3	Use various multimedia tools (such as 4K cameras, 3D cameras and VR equipment) to produce multimedia projects		x	x	x
4	Use various digital editing software to create digital content		x	x	x
5	Produce multimedia products in the form of television newscast, E-magazine, online radio broadcast of professional quality		x	x	x
6	Demonstrate abilities to discover evaluate and develop innovative multimedia products		x	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	Lectures on information gathering and processing for multimedia production	1, 2	Throughout the class
2	Multimedia project	Assignments on producing a multimedia using various equipment and software	1, 2, 5	Throughout the class

3	Exercises	Exercises on processing text, audio and visual information, editing and producing an information package for broadcasting and publication through a specific media outlet	3, 4, 5, 6	Throughout the class
4	Lectures and discussions	Lectures and discussions on how to operate a multimedia project for different media outlets and the discovery and development of innovative solutions to various multimedia content presentation and delivery	6	Throughout the class

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Multimedia production critiques	1, 2	10	
2	Production and animation of still images	1, 2, 5	20	
3	Production of audio and visual projects	3, 4	20	
4	Layout of visual and verbal projects	5	10	50% of the writing exercise assessment will use Chinese
5	Integration of multimedia information package production	3, 4, 5, 6	40	50% of the newscast assessment will use Chinese

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Multimedia production critiques (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.1 Ability to critically evaluate multimedia products

1.2 Ability to explain and present critiques

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

Production and animation of still images (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.1 Ability to produce industry-standard still images and basic animation

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

Production of audio and visual projects (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.1 Ability to produce creative and informative audio and visual projects

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

Layout of visual and verbal projects (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

4.1 Ability to design and lay out Web and off-line products

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

Integration of multimedia information package production (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to integrated various multimedia skills to produce professional packaged products

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

Multimedia production critiques (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.1 Ability to critically evaluate multimedia products

1.2 Ability to explain and present critiques

Excellent

(A+, A, A-) Demonstrated excellent ability to analyse and critique theories and aesthetics of advanced multimedia production

Good

(B+, B) Demonstrated good ability to analyse and critique theories and aesthetics of advanced multimedia production

Marginal

(B-, C+, C) Demonstrated basic and flawed ability to analyse and critique theories and aesthetics of advanced multimedia production media

Failure

(F) Lack of ability to analyse and critique theories and aesthetics of advanced multimedia production

Assessment Task

Production and animation of still images (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.1 Ability to produce industry-standard still images and basic animation

Excellent

(A+, A, A-) Demonstrated ability to produce industry-standard still images and basic animation with strong and meaningful content

Good

(B+, B) Demonstrated ability to produce industry-standard still images and basic animation with mediocre content

Marginal

(B-, C+, C) Demonstrated ability to produce only mediocre still images and basic animation with weak content

Failure

(F) Lack of ability to produce industry-standard still images and basic animation

Assessment Task

Production of audio and visual projects (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.1 Ability to produce creative and informative audio and visual projects

Excellent

(A+, A, A-) Demonstrated ability to produce creative audio and visual projects with strong and meaningful content

Good

(B+, B) Demonstrated ability to produce creative audio and visual projects with mediocre content

Marginal

(B-, C+, C) Demonstrated ability to produce weak audio and visual projects with mediocre content

Failure

(F) Lack of ability to produce creative audio and visual projects with strong and meaningful content

Assessment Task

Layout of visual and verbal projects (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

4.1 Ability to design and lay out Web and off-line products

Excellent

(A+, A, A-) Demonstrated ability to design and lay out Web and off-line products with strong and meaningful content

Good

(B+, B) Demonstrated ability to design and lay out Web and off-line products with mediocre content

Marginal

(B-, C+, C) Demonstrated ability to design and lay out Web and off-line products with weak techniques and content

Failure

(F) Demonstrated ability to design and lay out Web and off-line products

Assessment Task

Integration of multimedia information package production (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

5.1 Ability to integrated various multimedia skills to produce professional packaged products

Excellent

(A+, A, A-) Demonstrated ability to design and lay out Web and off-line products with strong and meaningful content

Good

(B+, B) Demonstrated ability to design and lay out Web and off-line products with mediocre content

Marginal

(B-, C+, C) Demonstrated ability to design and lay out Web and off-line products with weak techniques and content

Failure

(F) Demonstrated ability to design and lay out Web and off-line products

Additional Information for AR

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.

Part III Other Information

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

Reading List

Compulsory Readings

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

Additional Readings

Title	
1	Jenifer Tidwell (2006). Designing interfaces. O'Reilly Media Inc.
2	Jenifer Tidwell (2006). Designing interfaces. O'Reilly Media Inc.
3	Fred Gerantabee & AGI Creative Team (2007). Dynamic Learning Flash CS3 Professional. O'Reilly Media Inc.
4	Gerard Blokdijk (2016). Multimedia Production - Simple Steps to Win, Insights and Opportunities for Maxing Out Success. International MONETARY FUND, 2015