

COM5605: MULTIMEDIA PRACTICUM

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Multimedia Practicum

Subject Code

COM - Media and Communication

Course Number

5605

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

Other Languages

Other Languages for Medium of Instruction

English and Chinese

Medium of Assessment

Other Languages

Other Languages for Medium of Assessment

English and Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to teach students the practice of multimedia production and project operation. It allows students to participate in the production of media production in different forms and operation of real-world media outlets. It teaches and encourages students to develop and demonstrate abilities to discover and develop innovative technologies and means in multimedia communication. Students will select and work on one or more of the following types of multimedia production:

- 1) production of digital magazines/publications for the Web and such mobile devices as the iPhone and iPad;
- 2) digital photography and digital graphic design and production;
- 3) production of high-definition and ultra definition TV and 3D programs and video projects;
- 4) production of digital radio programming;
- 5) setting up and managing omni-media websites;
- 6) production of TV commercials and advertisements with all digital media technologies.

Students will learn and apply the related skills in media content production and distribution on various multimedia platforms. The scope of the work involved and the multimedia production the students engage in will be more extensive than the traditional media and will be beneficial to the students in gaining working experience in multimedia production and project management in real-world media settings. Students will work as media professionals on different positions in multimedia outlets, use the digital audio and video equipment to gather information, process information, edit the information into different types of media messages, produce media content in the Chinese and international contexts and distribute the information through appropriate media outlets. Students will deal with real-life issues and challenges in the multimedia production business and discover and develop innovative communication solutions to various multimedia content presentation and delivery. As any professional media organization would require, students are expected to produce timely and proficient products in various media formats.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Demonstrate knowledge and skills of information gathering and multimedia production		x	x	x
2	Demonstrate knowledge and skills of working with one or more digital platforms to create and produce multimedia content		x	x	x
3	Use computer and related software to process text, audio and visual information and produce multimedia information packages		x	x	x
4	Use digital editing software to create digital content to be distributed through different media outlets		x	x	x
5	Produce digital text information in Chinese and English in line with the professional standard of media industry		x	x	x
6	Produce information packages such as television newscast, E-magazine, online radio broadcast of professional quality that are acceptable for broadcasting and publication through media outlets		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 through first-hand practice	1, 2	Throughout the class
2	Lectures and class discussions	Lectures and class discussions on how to work as a project manager, editor and producer in a media organization or in a multimedia outlet	1, 2	Throughout the class
3	Multimedia project	Assignments on producing a multimedia project as a project manager, editor and producer in a media organization or in a multimedia outlet	1, 2, 5	Throughout the class
4	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
5	Exercises	Exercises on producing message for specific media outlet(s) in Chinese and English	5	Throughout the class
6	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	Information package and multimedia production critiques	1, 2	10	
2	Text and video information processing and editing for digital media outlets	1, 2, 5	20	
3	Audio and Visual effects used in multimedia information production	3, 4	10	
4	Text information writing and editing for specific media outlet(s) in Chinese and English	5	20	50% of the writing exercise assessment will use Chinese
5	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**

Information package and 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

Text and video information processing and editing for digital media outlets (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.1 Ability to gather textual information and shoot high-quality video; and to edit them for various digital media

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

Audio and visual effects used in multimedia information production (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.1 Ability to apply audio and visual effects to multimedia products properly and professionally by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve

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

Text information writing and editing for specific media outlet(s) in Chinese and English (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

4.1 Ability to write up and edit informative, accurate and interesting texts for multimedia 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 information package production (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

5.1 Ability to integrate multimedia products and deliver them

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

Information package and 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 information packages and advanced multimedia production

Good

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

Marginal

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

Failure

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

Assessment Task

Text and video information processing and editing for digital media outlets (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.1 Ability to gather textual information and shoot high-quality video; and to edit them for various digital media

Excellent

(A+, A, A-) Demonstrated ability to effectively gather textual information and shoot high-quality video; and to edit them for various digital media

Good

(B+, B) Demonstrated ability to gather basic textual information and shoot mediocre video; and to edit them for various digital media

Marginal

(B-, C+, C) Demonstrated weak ability to gather textual information and shoot video; and to edit them for various digital media

Failure

(F) Lack of ability to gather textual information and shoot high-quality video; and to edit them for various digital media

Assessment Task

Audio and visual effects used in multimedia information production (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.1 Ability to apply audio and visual effects to multimedia products properly and professionally by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve

Excellent

(A+, A, A-) Demonstrated ability to apply audio and visual effects to multimedia products properly and professionally by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve

Good

(B+, B) Demonstrated ability to apply audio and visual effects to multimedia products in a mediocre fashion by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve

Marginal

(B-, C+, C) Demonstrated ability to apply audio and visual effects to multimedia products in a fairly flawed fashion by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve

Failure

(F) Lack of ability to apply audio and visual effects to multimedia products properly and professionally by using such software as Adobe Premiere, Audition, After Effects, and Davinci Resolve

Assessment Task

Text information writing and editing for specific media outlet(s) in Chinese and English (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

4.1 Ability to write up and edit informative, accurate and interesting texts for multimedia products

Excellent

(A+, A, A-) Demonstrated ability to write up and edit informative, accurate and interesting texts for multimedia products

Good

(B+, B) Demonstrated ability to write up and edit basic texts for multimedia products

Marginal

(B-, C+, C) Demonstrated ability to write up and edit flawed texts for multimedia products

Failure

(F) Demonstrated ability to write up and edit texts for multimedia

Assessment Task

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

Criterion

5.1 Ability to integrate multimedia products and deliver them

Excellent

(A+, A, A-) Demonstrated ability to excellently integrate multimedia products and deliver them

Good

(B+, B) Demonstrated ability to satisfactorily integrate multimedia products

Marginal

(B-, C+, C) Demonstrated ability to roughly integrate multimedia products and deliver them

Failure

(F) Lack of ability to integrate multimedia products and deliver them

Assessment Task

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

Criterion

Articulation and presentation abilities

Excellent

(A+, A, A-) Excellent abilities are evidenced in thorough grasp of the assigned readings with ample additional materials supplemented by the student; insightful understanding of key concepts, relevant research, and resulting evidence; articulated abilities to compare different theoretical traditions and to creatively apply theories to practical cases and issues in real life.

Good

(B+, B, B-) Good abilities are evidenced in thoughtful grasp of the assigned readings with sufficient additional materials supplemented by the student; good understanding of key concepts, relevant research, and resulting evidence; working abilities for theoretical comparisons and practical applications.

Fair

(C+, C, C-) Fair abilities are evidenced in adequate grasp of the assigned readings with some additional materials supplemented by the student; adequate understanding of basic concepts, research, and evidence; adequate abilities for theoretical comparisons or practical applications.

Marginal

(D) Marginal abilities are evidenced in limited grasp of the assigned readings; limited understanding of key concepts, relevant research, and resulting evidence; weak abilities for theoretical comparisons or practical applications.

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

Synthesization abilities

Excellent

(A+, A, A-) Excellent abilities are evidenced in critical evaluation of existing literature, creative integration of materials from multiple sources, and insightful synthesization of diverse or competing perspectives.

Good

(B+, B, B-) Good abilities are evidenced in careful evaluation of existing literature, integration of materials from multiple sources, and effective synthesization of diverse perspectives.

Fair

(C+, C, C-) Fair abilities are evidenced in adequate evaluation of existing literature, adequate integration of materials from multiple sources, and synthesization of relevant perspectives.

Marginal

(D) Marginal abilities are evidenced in limited evaluation of existing literature, some but insufficient integration of materials from multiple sources, and vague/lose synthesization of relevant perspectives.

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

Conceptual, operational, and presentational abilities

Excellent

(A+, A, A-) Excellent abilities are evidenced in focusing on an important topic, with comprehensive and critical review of relevant literature, support evidence that is closely consistent with the central argument, and clear, concise and insightful presentations of the findings.

Good

(B+, B, B-) Good abilities are evidenced in focusing on an important topic, with comprehensive and review of relevant literature, support evidence that is largely consistent with the central argument, and clear presentations.

Fair

(C+, C, C-) Fair abilities are evidenced in focusing on an interesting topic, with adequate review of relevant literature, support evidence that is generally related to the central argument, and adequate presentations.

Marginal

(D) Marginal abilities are evidenced in a vague focus, with limited/uncritical review of literature, limited support evidence that is weakly related to the central argument, and weak presentations.

Failure

(F) Not even reaching marginal levels

Assessment Task

Class Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Articulation and presentation abilities

Excellent

(A+, A, A-) Excellent abilities are evidenced in thorough grasp of the assigned readings with ample additional materials supplemented by the student; insightful understanding of key concepts, relevant research, and resulting evidence; articulated abilities to compare different theoretical traditions and to creatively apply theories to practical cases and issues in real life.

Good

(B+, B) Good abilities are evidenced in thoughtful grasp of the assigned readings with sufficient additional materials supplemented by the student; good understanding of key concepts, relevant research, and resulting evidence; working abilities for theoretical comparisons and practical applications.

Marginal

(B-, C+, C) Fair or marginal abilities are evidenced in limited grasp of the assigned readings; limited understanding of key concepts, relevant research, and resulting evidence; mediocre weak abilities for theoretical comparisons or practical applications.

Failure

(F) Not even reaching marginal levels

Assessment Task

Weekly Reports (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Synthesization abilities

Excellent

(A+, A, A-) Excellent abilities are evidenced in critical evaluation of existing literature, creative integration of materials from multiple sources, and insightful synthesization of diverse or competing perspectives.

Good

(B+, B) Good abilities are evidenced in careful evaluation of existing literature, integration of materials from multiple sources, and effective synthetization of diverse perspectives.

Marginal

(B-, C+, C) Fair or marginal abilities are evidenced in limited evaluation of existing literature, some but mediocre or week integration of materials from multiple sources, and vague/lose synthetization of relevant perspectives.

Failure

(F) Not even reaching marginal levels

Assessment Task

Research Paper (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Conceptual, operational, and presentational abilities

Excellent

(A+, A, A-) Excellent abilities are evidenced in focusing on an important topic, with comprehensive and critical review of relevant literature, support evidence that is closely consistent with the central argument, and clear, concise and insightful presentations of the findings.

Good

(B+, B) Good abilities are evidenced in focusing on an important topic, with comprehensive and review of relevant literature, support evidence that is largely consistent with the central argument, and clear presentations.

Marginal

(B-, C+, C) Fair or marginal abilities are evidenced in a vague focus, with limited/uncritical review of literature, limited support evidence that is mediocre or weakly related to the central argument, and weak presentations.

Failure

(F) Not even reaching marginal levels

Additional Information for AR

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

a. Assignments

Grading criteria for assignments involving writing (20% of each assignment)

Accuracy = 5 points

Conciseness = 5 points

Expression = 5 points

Grammar and style = 5 points

b. Group projects (package production)

Grading Criteria for Multimedia Production Assignments

A - The information package (TV program, E-magazine, Web radio broadcast, Web site) is well produced with insight into social issues and contains effective and innovative visual images, transition, and accurate facts. It can be broadcast or published through different media outlets.

B - The package contains only a few minor errors. The package is not as well-produced as an "A" package, but has the acceptable level of production with visual images, transitions and facts. A media outlet could broadcast or published the package after minimal editing.

C - The package tends to be disorganized and contains several errors. The package was not well produced with effective visual images, transitions and the facts are not presented clearly. It could be broadcast or published only after extensive work of production.

D - The package does not present facts effectively. The package also may contain an unacceptable number of editing and production errors. The package will need to be re-produced before being considered for broadcast or publication.

F - The package is incomplete, confusing or erroneous. The important visual images or facts are missing. The package could not be re-produced and cannot be broadcast or published by any media outlets

Part III Other Information

Keyword Syllabus

Multimedia production, digital information, digital television, E-magazine, online radio station, website operation, digital graphic design, project management, online publication, mobile media.

Reading List

Compulsory Readings

Title	
1	McGloughlin, S. (2001). Multimedia: Concepts and Practice. Upper Saddle River, NJ: Prentice Hall.
2	Shook, F., Larson, J. & DeTarsio, J. (2008), Television Field Production and Reporting 5th edition, Allyn & Bacon.
3	Schultz, B. (2005). Broadcast News Producing. Thousand Oaks, Calif. Sage.
4	Hausman, C., Benoit, P. & O'Donnell, L. B. (2004). Modern Radio Production: Production, Programming, and Performance. Belmont, CA: Wadsworth/Thomson.
5	Priestman, C. (2002). Web Radio: Radio Production for Internet Streaming. Oxford; Boston: Focal Press.
6	Johnson, S., & Prijatel, P. (2007). The Magazine from Cover to Cover (2nd ed.). New York: Oxford University Press.
7	Rothstein, J. (2007). Designing Magazines: Inside Periodical Design, Redesign, and Branding. New York: Allworth Press.

Additional Readings

Title	
1	Hemmingway, E. (2008). Into the Newsroom: Exploring the Digital Production of Regional Television News. London; New York: Routledge.
2	Keirstead, P. O. (2005). Computers in Broadcast and Cable Newsrooms: Using Technology in Television News Production. Mahwah, N.J.: L. Erlbaum.
3	Schroeder, A. (2009). Writing and Producing Television News: From Newsroom to Air. New York: Oxford University Press.
4	Silcock, B. W., Heider, D., & Rogus, M. T. (2007). Managing Television News: A Handbook for Ethical and Effective Producing. Mahwah, N.J.: Lawrence Erlbaum Associates.
5	Zalbertus, A., & Rosenblum, M. (2004). Video Journalism: The Digital Revolution. Berlin: Uni-Edition.
6	Ha, L., & Ganahl, R. J. (2007). Webcasting Worldwide: Business Models of an Emerging Global Medium. Mahwah, NJ: Lawrence Erlbaum.
7	Kern, J. (2008). Sound Reporting: The NPR Guide to Audio Journalism and Production. Chicago: University of Chicago Press.
8	Raiteri, C. (2006). Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports. Lanham, Md.: Rowman & Littlefield Publishers.
9	Reich, B., & Solomon, D. (2008). Media Rules! : Mastering Today's Technology to Connect with and Keep Your Audience. Hoboken, N.J.: J. Wiley & Sons.