COM2510: GENERATIVE AI FOR MULTIMEDIA AUTHORING

Effective Term
Summer Term 2025

Part I Course Overview

Course Title
Generative AI for Multimedia Authoring

Subject Code
COM - Media and Communication
Course Number
2510

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
COM2502 Multimedia Authoring

Part II Course Details

Abstract

The course aims to teach students major principles, concepts and skills of multimedia authoring using the generative AI tools. The course will also comprehensively review the technical features and controversial issues of the major generative AI tools that can produce text, images, sound, and video, and how these tools can be integrated in the multimedia content production, such as data visualization, news reporting, interactive communication dashboard, and short video production. The students will be equipped with a wide range of practical and professional skills in the use, design, production and deployment of creative, effective, and impactful multimedia reporting products/projects that incorporate such media elements as text, images, sound, animation, video with the proper and ethical use of generative AI. The students will also understand and address the policy and ethical issues related to generative AI for news reporting.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Create and integrate media elements such as text, graphics, sound, animation and video into a communication product using generative AI	40	x		x
2	Manage a multimedia project process such as developing key concepts, writing storyboards, and finetuning prompts	20		x	x
3	Deliver a multimedia product or project involving the use of generative AI in professional quality for different professional communication purposes	20		x	x
4	Evaluate the implementation and effectiveness of multimedia products and the social impacts	20	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	Examine key principles, concepts, and skills of project design	2, 4	Throughout the course
2	Demonstration	Review and apply different media elements for different professional communication purposes	1	Throughout the course
3	Workshop	a) Practise and apply generative AI tools; b) Evaluate multimedia products	1, 3, 4	Throughout the course

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Individual class activities and home exercises on using generative AI for multimedia production	1	20		
2	Writing a multimedia project plan (group project)	2	40		
3	Constructing a full-blown multimedia (group project) project	1, 2, 3, 4	40		

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Individual Assignment

Criterion

Knowing the skill and producing content

Excellent (A+, A, A-)

Actively participated in all of the related class activities.

Good (B+, B, B-)

Actively participated in most of the related class activities.

Fair (C+, C, C-)

Occasionally participated in related class activities.

Marginal (D)

Occasionally participated in related class activities.

Failure (F)

Did not participate in any of the related class activities.

Assessment Task

Final Group Project

Criterion

Managing the project, applying the skill, and producing good content

Excellent (A+, A, A-)
The project demonstrated a full understanding of the concepts and theories covered in the class.

Good (B+, B, B-)
The project demonstrated a solid understanding of the concepts and theories covered in the class.

Fair (C+, C, C-)
The project demonstrated an appropriate understanding of the concepts and theories covered in the class.

Marginal (D)
The project demonstrated minimal understanding of the concepts and theories covered in the class.

Failure (F)
The project demonstrated little or no understanding of the concepts and theories covered in the class.

Additional Information for AR
Individual class activities and home exercises on using generative AI for multimedia production:
a. Technical skills
b. Creativity
c. Ethical and legal consideration
Writing a multimedia project plan (group project):
a. Originality
b. Creativity
c. Feasibility
d. Potentials of social impacts
Constructing a full-blown multimedia investigative reporting project (group project):
a. Creativity
b. Presentation: overall creative design, consistency with a relevant theme
c. Content: error-free content, good interaction
d. Technical performance: Accessibility (cross-browser compatibility), ethical and meaningful use of generative AI.
e. Product evaluation: results from usability test of the multimedia product
f. Social impacts: addressing pressing social problems

Part III Other Information

Keyword Syllabus
Generative AI, investigative reporting, news values, long-form journalism, multimedia; interaction; infographics, data visualization, project plan; project management; digital media; animation; scripting and storyboard; prompt engineering, ethical, copyright, social media platforms

Reading List

Compulsory Readings

	Title
1	Parra Pennefather, Patrick. Creative Prototyping with Generative AI: Augmenting Creative Workflows with Generative AI. 1st ed. 2023. Berkeley, CA: Apress, 2023. Print.
2	Ara, Affreen, and Aftab Ara, eds. Exploring the Ethical Implications of Generative AI. Hershey, Pennsylvania (701 E. Chocolate Avenue, Hershey, Pennsylvania, 17033, USA): IGI Global, 2024. Print.
3	Leigh, David. Investigative Journalism: A Survival Guide. 1st ed. Cham: Springer International Publishing, 2019. Web.

4	Engebretsen, Martin, and Helen Kennedy, eds. Data Visualization in Society. Amsterdam: Amsterdam University Press, 2020. Print.
5	Thompson, Kristin. Storytelling in Film and Television. Cambridge, Mass: Harvard University Press, 2003. Print.

Additional Readings

	Title
1	Nil