

# GE1130: INTRODUCTION TO DIGITAL MEDIA

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**Effective Term**

Semester B 2024/25

## Part I Course Overview

**Course Title**

Introduction to Digital Media

**Subject Code**

GE - Gateway Education

**Course Number**

1130

**Academic Unit**

School of Creative Media (SM)

**College/School**

School of Creative Media (SM)

**Course Duration**

One Semester

**Credit Units**

3

**Level**

B1, B2, B3, B4 - Bachelor's Degree

**GE Area (Primary)**

Area 1 - Arts and Humanities

**Medium of Instruction**

English

**Medium of Assessment**

English

**Prerequisites**

Nil

**Precursors**

Nil

**Equivalent Courses**

Nil

**Exclusive Courses**

SM3611 New Media for Installation, Events and Performance

**Additional Information**

GE1130 is opened for all students except SCM students.

## Part II Course Details

### Abstract

In the age of digital revolution, everyone is focusing on digital media and technology, such as internet, video and audio streaming, web 2.0, 3G computer networks, media art, e-learning, mobile media, digital marketing, human-computer interface (HCI) ...etc.

As a new generation of learners, we should have a good understanding on digital media, principles of user interface design, production planning, production skill, prototype design and development of interactive media.

This course covers practical learning in video production and UXUI prototype design/multimedia project with various types of human computer interaction techniques (sensors, motion capture, augmented reality) .

### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                                                                     | Weighting (if DEC-A1 DEC-A2 DEC-A3 app.) |   |   |   |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|---|---|---|
| 1     | Understand the theories and principles of user interface design, interactive installation and physical computing;                                   |                                          | x |   |   |
| 2     | Understand the interactive technology for creative, theatre, dance, musicals, exhibition, marketing, entertainment, performance and social purposes |                                          | x |   |   |
| 3     | To demonstrate professional competence in areas such as digital image, video production.....etc                                                     |                                          |   | x |   |
| 4     | To learn and apply the knowledge of UXUI Design                                                                                                     |                                          |   | x |   |
| 5     | Associate, combine and integrate knowledge from different disciplines (e.g. mathematics, sciences, literature etc) into course assignments          |                                          |   |   | 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    | Lecture          | Demonstration lectures: introduce the digital media types | 1, 2, 3, 4 |                            |
| 2    | Visit Exhibition | Visit to various media art exhibition.                    | 2          |                            |

|   |               |                                                                                                                                         |         |  |
|---|---------------|-----------------------------------------------------------------------------------------------------------------------------------------|---------|--|
| 3 | Group Project | Learning video production, such as storyboard development, camera shots/ movement, visual effect, editing...etc.                        | 3, 5    |  |
| 4 | Group Project | Develop a conceptual/ theoretical framework on interaction design (e.g. Concept Map, Persona, UI Prototyping, Wireframe Design...etc.). | 1, 2, 4 |  |
| 5 | Group Project | Prototype design, develop concepts and visual simulations for interactive application.                                                  | 4, 5    |  |

**Assessment Tasks / Activities (ATs)**

| ATs |                                              | CILO No.   | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|-----|----------------------------------------------|------------|---------------|----------------------------------------|
| 1   | Video Production                             | 3, 5       | 25            |                                        |
| 2   | Project Proposal/<br>Prototype Design        | 2, 3, 4, 5 | 35            |                                        |
| 3   | Self-Reflection Report/<br>Exhibition Review | 1, 2, 5    | 30            |                                        |
| 4   | Class Participation                          | 1, 2, 5    | 10            |                                        |

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

## 1. Video Production

**Criterion**

Story Development (Originality, Character, Scene, Creativity) Visual Design (Style, Composition, Color, Image, Video & Sound) Video Effect (e.g. Stop Motion, Time Lapse, Transition Effect) Camera Shots/Movement

**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

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### Assessment Task

2. Project Proposal/Prototype Design/Self-Reflection Report/Exhibition Review

### Criterion

Strong evidence of understanding and implementation digital media; evidence of demonstrating excellent synthesis of all the digital media types, media art, media production and internet technology; demonstrates excellent ability in using the computer software to create digital contents

### 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

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### Additional Information for AR

All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

## Part III Other Information

### Keyword Syllabus

- Digital Media
- Video Production
- Storyboard Development
- Camera Shot/Movement
- Prototype Design
- Interactive Media
- Human-Computer Interaction (HCI)

### Reading List

#### Compulsory Readings

| Title |                                                                                                                                                                         |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | R. Klanten, S. Ehmann, L. Feireiss (2011) A Touch of Code: Interactive Installations and Experiences                                                                    |
| 2     | Ben Shneiderman, Catherine Plaisant, Maxine Cohen, Steven Jacobs (2009) Designing the User Interface: Strategies for Effective Human-Computer Interaction (5th Edition) |

#### Additional Readings

| Title |                                                                                                                                                                                                   |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Noah Wardrip-Fruin and Nick Montfort (editors) The New Media Reader (MIT Press, 2003)                                                                                                             |
| 2     | Nigel Chapman and Jenny Chapman Digital Multimedia (2009)                                                                                                                                         |
| 3     | Douglas E. Comer The Internet Book: Everything You Need to Know About Computer Networking and How the Internet Works (4th Edition) (2006)                                                         |
| 4     | Jason Beaird - The Principles of Beautiful Web Design, 2nd Edition (Dec 5, 2010)                                                                                                                  |
| 5     | Henry Jenkins (Author) Convergence Culture: Where Old and New Media Collide (2008)                                                                                                                |
| 6     | Learning Processing, Second Edition: A Beginner's Guide to Programming Images, Animation, and Interaction (The Morgan Kaufmann Series in Computer Graphics) 2nd Edition by Daniel Shiffman (2015) |
| 7     | Jeff Johnson PhD Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules (2010)                                                                                |
| 8     | John Maeda The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) ( 2006)                                                                                                        |
| 9     | Creative Applications Network <a href="http://www.creativeapplications.net/">http://www.creativeapplications.net/</a>                                                                             |

## Annex (for GE courses only)

**A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:**

Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)

**PILO 1: Demonstrate the capacity for self-directed learning**

1, 2, 3

**PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology**

2, 5

**PILO 4: Interpret information and numerical data**

3, 5

**PILO 5: Produce structured, well-organised and fluent text**

3

**PILO 7: Demonstrate an ability to work effectively in a team**

4, 5

**PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation**

3, 5

**B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.**

**Selected Assessment Task**

Project proposal and prototype design for facilitating communications, capturing decisions, and stimulating innovation.