City University of Hong Kong

Information on a Course
offered by Department of Media and Communication
with effect from Semester A in 2012/2013

Part I

Course Title:	Internet Communication
Course Code:	COM5501
Course Duration:	One semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

Course Aims

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)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	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.	25%
2.	Design and deploy innovative and user friendly webpages for communication purposes.	50%
3.	Analyze social and legal implications of web projects concerned.	25%

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLAs	Hours/week (if applicable)
1, 2, 3	Discover the major concepts and theories	1 / 12 weeks
1	Analyze strengths and weaknesses of existing websites via case studies	1 / 6 weeks
2	Generate creative webpage design	2 / 6 weeks
3	Analyze social and legal implications of web projects	1 / 6 weeks

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
1, 2, 3	Practice through a series of in-class and/or take-home exercises for various basic innovative components of webpage design	30%	
2	Create innovative webpage design (an integrated website of at least 10 webpages based on an e-plan)	50%	
1, 3	Generate analytical report (including critique of existing webpages and e-plan for self-designed website)	20%	

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Grading pattern: Standard (A+, A, A-….F). The overall grade is based on student's overall performance in all assessment tasks/activities considered together. The meanings of the overall letter grades will be in line with those listed in the Academic Regulations.

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

Webpage design:
- Innovative appearance: colour coordination, overall creative design, balanced layout of each webpage, consistency, with a relevant theme, suitable font, etc.
- Usability: user-friendly, easy-navigation, good information structure (i.e., site map), really useful for its intended target users, etc.
- Creative content: error-free content (editing), creative writing, good interaction (e.g. feedback form or simple user forum), etc.
- Technical performance: accessibility (cross-browser compatibility), W3C Compliant, small-sized webpages for fast downloading, careful and meaningful use of multimedia files, etc.

Weighting of the different criteria and other details will be given to the students during the class.

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of creative thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of critical creativity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	2.3 2.0 1.7	Adequate:	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to

				progress without repeating the course.
F	0.0	Failure:		Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.
P		Pass:		"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis for a programme are specifically identified under the programme in the course catalogue.

Part III

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

Recommended Reading

<u>Text(s)</u>

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