

COM5502: MULTIMEDIA COMMUNICATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Multimedia Communication

Subject Code

COM - Media and Communication

Course Number

5502

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 course aims to:

- examine conceptual frameworks for multimedia technology and deliver tutorials on the design, deployment, and administration of innovative multimedia systems for communication purposes.
- challenge students to apply a wide range of global multimedia technologies with specific focus on a) multimedia product creation, b) tools and methods for multimedia project administration, c) leading development for multimedia communication.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Develop and produce a multimedia product to solve a specific communication problem	40	x	x	x
2	Appraise multimedia technology as it applies to local and global settings	30	x	x	
3	Demonstrate competence in analyzing and evaluating the practice of multimedia communication in the business organizations	30	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	Students will learn the multimedia communication concepts and the process of creating a multimedia project.	1	1 (for 11 weeks)
2	Demonstrations	Students will learn computer multimedia tools and how to design and produce multimedia project with those tools.	2	1 (for 10 weeks)
3	Workshop	Students will practice with multimedia tools.	2	1 (for 10 weeks)
4	Presentation and Discussion	Students will debate, examine, compare, criticize, and discuss real cases on multimedia projects.	3	2 (for 3 weeks)

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Participation	1, 2, 3	10	
2	Multimedia Project: Students will have to submit and present multimedia project.	1, 2	50	
3	Quiz: A quiz will be administered to test students' understanding of the class contents.	2	15	
4	Short Paper (about 2000 - 3000 words): Students will have to submit and present analysis report on multimedia industry trend and development.	3	25	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

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

Criterion

- Class attendance
- Active and voluntary participation in class discussion and activities

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

Criterion

- Originality and creativity
- Theoretical and practical value

- Detailed evidence of project planning
- Excellent technical, visual and aesthetic quality in design
- Effective presentation of final project

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

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

Criterion

Good understanding of course materials

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

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

Criterion

- In-depth evaluation and analysis
- Appropriate use of information and ideas
- Logical conclusions and/or recommendations
- Organization, style and writing

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

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

Criterion

Active and voluntary participation in class discussion and activities

Excellent

(A+, A, A-) Highly active constructive, and meaningful participation in and contribution to in-class activities

Good

(B+, B) Adequate participation in and contribution to in-class activities.

Marginal

(B-, C+, C) Moderate participation in and contribution to in-class activities

Failure

(F) No participation and contribution

Assessment Task

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

Criterion

- Originality and creativity
- Theoretical and practical value
- Detailed evidence of project planning
- Excellent technical, visual and aesthetic quality in design
- Effective presentation of final project

Excellent

(A+, A, A-) Strong evidence of ability to create an original and creative multimedia project with theoretical, practical, technical, and aesthetic values

Good

(B+, B) Adequate evidence of ability to create an original and creative multimedia project with theoretical, practical, technical, and aesthetic values

Marginal

(B-, C+, C) Some evidence of ability to create an original and creative multimedia project with theoretical, practical, technical, and aesthetic values

Failure

(F) Fail to create an original and creative multimedia project with theoretical, practical, technical, and aesthetic values

Assessment Task

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

Criterion

Good understanding of course materials

Excellent

(A+, A, A-) Comprehensive understandings of the course materials

Good

(B+, B) Adequate understandings of the course materials

Marginal

(B-, C+, C) Moderate understandings of the course materials

Failure

(F) Fail to demonstrate basic understandings of the course materials

Assessment Task

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

Criterion

- In-depth evaluation and analysis
- Appropriate use of information and ideas
- Logical conclusions and/or recommendations
- Organization, style and writing

Excellent

(A+, A, A-) Strong evidence of ability to identify and evaluate the topic/problem by utilizing appropriate information and ideas drawing logical conclusions, and providing suitable solutions

Good

(B+, B) Adequate evidence of ability to identify and evaluate the topic/problem by utilizing appropriate information and ideas, drawing logical conclusions, and providing suitable solutions

Marginal

(B-, C+, C) Some evidence of ability to identify and evaluate the topic/problem by utilizing appropriate information and ideas, drawing logical conclusions, and providing suitable solutions

Failure

(F) Fail to identify and evaluate the topic/problem by utilizing appropriate information and ideas, drawing logical conclusions, and providing suitable solutions

Part III Other Information

Keyword Syllabus

Multimedia Communication, New media, Digital Graphics, Video Editing, Multimedia production, Multimedia project, Digital media, Multimedia processing and development tools

Reading List

Compulsory Readings

Title	
1	Sloane, Andy (1996). Multimedia Communication. New York: McGraw-Hill.
2	England, Elaine & Andy Finney (2002). Multimedia: Project Management for Interactive Media (3rd ed.). Addison-Wesley.

Additional Readings

Title	
1	Strauss, Roy (1997). Managing Multimedia Projects.
2	Button, Bryce (2002). Nonlinear Editing Storytelling, Aesthetics, & Craft. CMP Books.
3	Chapman, Nigel & Jenny Chapman (2004). Digital Multimedia (2nd ed.). John Wiley & Sons, Ltd.