

**Title (Units): GCIT 1007 IT and Digital Media (3,2,1)**

**Course Aims:** Due to the advancement of information technology, traditional media like photo, music, movie, etc. have become digital. New forms of media include 3D technologies as well as interactive elements like computer games. Platforms also change from printed copies to online and becoming mobile. Digital media even change our daily experience, like the way of advertising. This course aims to introduce the key IT concepts behind different digital media, explain the proper use of IT to better manage them, as well as how the evolution of digital media affects different aspects of our daily life. The advancement of digital media and technologies also raise the concern of truth issues, copyright issues, privacy issues and computer security, which will also be addressed in this course. In practical aspect, this course also aims to introduce various digital media software tools and let students experience the content creation of various kinds of digital media.

**Prerequisite:** Nil

**Course Intended Learning Outcomes (CILOs):**

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

No.	Course Intended Learning Outcomes (CILOs)
	<b>Knowledge</b>
1	Describe the advancement of information technology and digital media technology.
2	Introduce various digital media technologies and explain the concepts behind.
	<b>Skill</b>
3	Use IT tools to acquire, store, organize, process and maintain information needed for creating a digital presentation.
4	Demonstrate the ability to create their own digital media contents and present their ideas through different electronic means.
5	Use IT tools to acquire and manipulate quantitative data needed for a digital presentation.

**Calendar Description:** This course aims to introduce the key IT concepts behind different digital media, explain the proper use of IT to better manage them, as well as how the evolution of digital media affects different aspects of our daily life. This course also aims to introduce various digital media software tools and let students experience the content creation of various digital media.

**Teaching and Learning Activities (TLAs):**

CILOs	TLAs
1 - 2	Lectures to introduce various digital media technologies, as well as the concepts behind.
3	Software lab sessions to teach students the use of various digital media related IT tools.
3 - 5	Problem solving sessions to let students integrate the concepts learnt in the lecture and various IT skills learnt in the lab sessions.
3 - 5	Project to let students integrate the knowledge/skills that they have learnt in the course.

**Assessment:**

No.	Assessment Methods	Weighting	CILOs to be addressed	Remarks
1	Continuous Assessment	70%	3 - 5	Continuous assessment may be conducted through software laboratory exercises, project, assignments, practical test, etc.
2	Examination	30%	1 - 2	Examination questions are designed to assess students' understanding on the concepts they learnt from the lectures.

**Rubrics:**

<b>Excellent (A)</b>	<ul style="list-style-type: none"> <li>• Achieve the first two CILOs, demonstrating a thorough understanding of the concepts involved in digital media technologies.</li> <li>• Able to perform various advanced techniques to enhance the visual quality of digital multimedia contents.</li> <li>• Able to use various different tools to manipulate and present complicated quantitative data.</li> <li>• Demonstrate an excellent ability to create their own digital media contents and present their ideas through different electronic means.</li> </ul>
<b>Good (B)</b>	<ul style="list-style-type: none"> <li>• Achieve the first two CILOs, demonstrating a good understanding of the concepts involved in digital media technologies.</li> <li>• Able to perform a good number of basic techniques to enhance the visual quality of digital multimedia contents.</li> <li>• Able to use many different tools to manipulate and present complicated quantitative data.</li> <li>• Demonstrate a good ability to create their own digital media contents and present their ideas through different electronic means.</li> </ul>
<b>Satisfactory (C)</b>	<ul style="list-style-type: none"> <li>• Achieve the first two CILOs, demonstrating a basic level of understanding of the concepts involved in digital media technologies.</li> <li>• Able to perform some typical techniques to enhance the visual quality of digital multimedia contents.</li> <li>• Able to use typical tools to manipulate and present simple quantitative data.</li> <li>• Demonstrate a basic level of ability create their own digital media contents and present their ideas through different electronic means.</li> </ul>
<b>Marginal Pass (D)</b>	<ul style="list-style-type: none"> <li>• Achieve the first two CILOs, demonstrating a minimal level of understanding of the concepts involved in digital media technologies.</li> <li>• Able to perform a limited number of basic techniques to enhance the visual quality of digital multimedia contents.</li> <li>• Able to use a limited number of tools to manipulate and present simple quantitative data.</li> <li>• Demonstrate a basic level of ability to create their own digital media contents and present their ideas through different electronic means.</li> </ul>
<b>Fail (F)</b>	<ul style="list-style-type: none"> <li>• Do not achieve the first two CILOs, and have little understanding of the concepts involved in digital media technologies.</li> <li>• Unable to perform basic techniques to enhance the visual quality of digital multimedia contents.</li> <li>• Unable to manipulate and present simple quantitative data.</li> </ul>

	<ul style="list-style-type: none"> <li>Unable to create their own digital media contents and present their ideas through different electronic means.</li> </ul>
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**Course Intended Learning Outcomes and Weighting:**

Content	CILO No.
I. Digital Media Technology Concepts	1 – 2
II. Digital Media IT skills	3 – 5
III. Digital Media Content Management and Creation	3 – 5

- References:**
- N. Chapman, J. Chapman, Digital Multimedia, Chichester, England; Hoboken, NJ: Wiley, 2009.
- J. Straubhaar, R. LaRose, L. Davenport, Media Now: Understanding Media, Culture, and Technology, 9<sup>th</sup> edition, Cengage Learning, 2015.
- G. Beekman, B. Beekman, Digital Planet: Tomorrow's Technology and You, Pearson College Division, 2013.
- Allan Wood, The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop CS6, Illustrator CS6 & InDesign CS6, 6th Edition, Course Technologies, 2012.
- Chris Botello, Ann Fisher, Adobe CS6 Design Tools: Photoshop, Illustrator, and InDesign Illustrated, 1st Edition, Course Technologies, 2012.

**Course Content in Outline:**

**Topic**

- I. Digital Media Technology Concepts
  - A. Digital Images
  - B. Computer Animations and Game Technologies
  - C. Digital Video
  - D. Digital Audio
  - E. Text, Printed Media and Compression
  - F. Social and Mobile Media Technologies
  - G. Truth Issues and Copyright
  - H. Computer Security
  
- II. Digital Media IT skills
  - A. Audio editing
  - B. Video editing
  - C. Photo editing
  - D. Image editing
  - E. Digital publishing
  
- III. Digital Media Content Management and Creation
  - A. Information, digital content, and data acquisition
  - B. Integrate IT knowledge and skills for digital media content creation