

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: Multimedia Practicum

Course Code: COM5605

Course Duration: 1 semester

Credit Units: 3

Level: P5

Medium of Instruction: English and Chinese (Putonghua and/or Cantonese)

Prerequisites: None

Precursors: None

Equivalent Courses: None

Exclusive Courses: None

Part II

Course Aims

This course aims to teach students the practice of multimedia production and project operation. It allows students to participate in the production of media production in different forms and operation of real-world media outlets. It teaches and encourages students to develop and demonstrate abilities to discover and develop innovative technologies and means in multimedia communication. Students will select and work on one or more of the following types of multimedia production:

- 1) production of digital magazines/publications for the Web and such mobile devices as the iPhone and iPad;
- 2) digital photography and digital graphic design and production;
- 3) production of high-definition TV and 3D programs and video projects;
- 4) production of digital radio programming;
- 5) setting up and managing omni-media websites;
- 6) production of TV commercials and advertisements with all digital media

technologies.

Students will learn and apply the related skills in media content production and distribution on various multimedia platforms. The scope of the work involved and the multimedia production that the students engage in will be more extensive than the traditional media and will be beneficial to the students in gaining working experience in multimedia production and project management in real-world media settings. Students will work as media professionals on different positions in multimedia outlets, use the digital audio and video equipment to gather information, process information, edit the information into different types of media messages, produce media content in the Chinese and international contexts, and distribute the information through appropriate media outlets. Students will deal with real-life issues and challenges in the multimedia production business and discover and develop innovation communication solutions to various multimedia content presentation and delivery. As any professional media organization would require, students are expected to produce timely and proficient information products in various media formats.

Course Intended Learning Outcomes (CILOs)

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

| No. | CILOs | Weighting (if applicable) |
|------------|---|----------------------------------|
| 1. | Demonstrate knowledge and skills of information gathering and multimedia production | |
| 2. | Demonstrate knowledge and skills of working with one or more digital platforms to create and produce multimedia content | |
| 3. | Use computer and related software to process text, audio and visual information and produce multimedia information packages | |
| 4. | Use digital editing software to create digital content to be distributed through different media outlets | |
| 5 | Produce digital text information in Chinese and English in line with the professional standard of media industry | |
| 6 | Produce information packages such as television newscast, E-magazine, online radio broadcast of professional quality that are acceptable for broadcasting and publication through media outlets | |
| 7 | Demonstrate abilities to discover and develop innovative solutions to various multimedia content presentation and delivery | |

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 | Lectures on information gathering and processing for multimedia production through first-hand practice | Throughout the class |
| 1-2 | Lectures and class discussions on how to work as a project manager, editor and producer in a media organization or in a multimedia outlet | Throughout the class |
| 1-2, 5 | Assignments on producing a multimedia project as a project manager, editor and producer in a media organization or in a multimedia outlet | Throughout the class |
| 3-6 | Exercises on processing text, audio and visual | Throughout the class |

| | | |
|---|---|----------------------|
| | information, editing and producing an information package for broadcasting and publication through a specific media outlet | |
| 5 | Exercises on producing message for specific media outlet(s) in Chinese and English | Throughout the class |
| 6 | Lectures and discussions on how to operate a multimedia project for different media outlets and the discovery and development of innovative solutions to various multimedia content presentation and delivery | Throughout the class |

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 | Information package and multimedia production critiques | 10% | |
| 1-2, 5 | Text and video information processing and editing for digital media outlets | 20% | |
| 3-4 | Audio and Visual effects used in multimedia information production | 10% | |
| 5 | Text information writing and editing for specific media outlet(s) in Chinese and English | 20% | 50% of the writing exercise assessment will use Chinese |
| 3-6 | Multimedia information package production | 40% | 50% of the newscast assessment will use Chinese |

Grading of Student Achievement:

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

Grading pattern: Standard (A+, A, A-....F). Grading is based on student performance in assessment tasks/activities.

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

a. Assignments

Grading criteria for assignments involving writing (20% of each assignment)

Accuracy = 5 points

Conciseness = 5 points

Expression = 5 points

Grammar and style = 5 points

b. Group projects (package production)

Grading Criteria for Multimedia Production Assignments

A — The information package (TV program, E-magazine, Web radio broadcast, Web site) is well produced with insight into social issues and contains effective and innovative visual images, transition, and accurate facts. It can be broadcast or published through different media outlets.

B — The package contains only a few minor errors. The package is not as well-produced as an “A” package, but has the acceptable level of production with visual images, transitions and facts. A media outlet could broadcast or published the package after minimal editing.

C — The package tends to be disorganized and contains several errors. The package was not well produced with effective visual images, transitions and the facts are not presented clearly. It could be broadcast or published only after extensive work of production.

D — The package does not present facts effectively. The package also may contain an unacceptable number of editing and production errors. The package will need to be re-produced before being considered for broadcast or publication.

F — The package is incomplete, confusing or erroneous. The important visual images or facts are missing. The package could not be re-produced and cannot be broadcast or published by any media outlets

Courses are graded according to the following schedule:

| Letter Grade | Grade Point | Grade Definitions | |
|---------------|-------------------|-------------------|--|
| A+ A A- | 4.3 4.0 3.7 | Excellent: | Superior grasp of subject matter; evidence of extensive knowledge and skills of the subject; Strong evidence of good writing, visual information processing, organization, and capacity to apply knowledge and skills in television news reporting and production, abilities to discover and develop innovative solutions to the presentation and delivery of various multimedia content (with a total score of 90-100 weighted points). |
| B+ B B- | 3.3 3.0 2.7 | Good: | Evidence of grasp of subject, evidence of knowledge and skills of the subject; evidence of good writing, visual information processing, organization, and capacity to apply knowledge and skills in television news reporting and production (with a total score of 80-89 weighted points). |
| C+ C C- | 2.3 2.0 1.7 | Adequate: | Some grasp of subject, evidence of knowledge of the subject and the basic skills; some evidence of capacity to apply knowledge and skills in television news reporting and production (with a total score of 70-79 weighted points). |
| D | 1.0 | Marginal: | Familiar with the subject matter; some knowledge and skills of television news reporting and production to enable the student to progress without repeating the course (with a total score of 60-69 weighted points). |

| | | | |
|---|-----|----------|---|
| F | 0.0 | Failure: | Little evidence of familiarity with the subject matter, and little evidence of knowledge and skills of television news reporting and production; unable to apply knowledge and skills to produce minimally acceptable television news programs (with a total score below 60 weighted points). |
|---|-----|----------|---|

Part III

Keyword Syllabus

Multimedia production, digital information, digital television, E-magazine, online radio station, website operation, digital graphic design, project management, online publication, mobile media.

Recommended Reading

Text(s)

- McGloughlin, S. (2001). *Multimedia: Concepts and Practice*. Upper Saddle River, NJ: Prentice Hall.
- Shook, F., Larson, J. & DeTarsio, J. (2008), *Television Field Production and Reporting*, 5th edition, Allyn & Bacon.
- Schultz, B. (2005). *Broadcast News Producing*. Thousand Oaks, Calif. Sage.
- Hausman, C., Benoit, P. & O'Donnell, L. B. (2004). *Modern Radio Production: Production, Programming, and Performance*. Belmont, CA: Wadsworth/Thomson.
- Priestman, C. (2002). *Web Radio: Radio Production for Internet Streaming*. Oxford; Boston: Focal Press.
- Johnson, S., & Prijatel, P. (2007). *The Magazine from Cover to Cover* (2nd ed.). New York: Oxford University Press.
- Rothstein, J. (2007). *Designing Magazines: Inside Periodical Design, Redesign, and Branding*. New York: Allworth Press.

Other references / online resources

- Hemmingway, E. (2008). *Into the Newsroom: Exploring the Digital Production of Regional Television News*. London; New York: Routledge.
- Keirstead, P. O. (2005). *Computers in Broadcast and Cable Newsrooms: Using Technology in Television News Production*. Mahwah, N.J.: L. Erlbaum.
- Schroeder, A. (2009). *Writing and Producing Television News: From Newsroom to Air*. New York: Oxford University Press.
- Silcock, B. W., Heider, D., & Rogus, M. T. (2007). *Managing Television News: A Handbook for Ethical and Effective Producing*. Mahwah, N.J.: Lawrence Erlbaum Associates.
- Zalbertus, A., & Rosenblum, M. (2004). *Video Journalism: The Digital Revolution*. Berlin: Uni-Edition.
- Ha, L., & Ganahl, R. J. (2007). *Webcasting Worldwide: Business Models of an Emerging Global Medium*. Mahwah, NJ: Lawrence Erlbaum.
- Kern, J. (2008). *Sound Reporting: The NPR Guide to Audio Journalism and*

Production. Chicago: University of Chicago Press.

Raiteri, C. (2006). *Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports*. Lanham, Md.: Rowman & Littlefield Publishers.

Reich, B., & Solomon, D. (2008). *Media Rules! : Mastering Today's Technology to*