THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	:	Bachelor of Arts (Honours) in Creative Arts and Culture/ Bachelor of Arts (Honours) in Creative Arts and Culture and Bachelor of Education (Honours) (Visual Arts)
Programme QF Level	:	5
Course Title	:	Digital Imaging and Interactive Media
Course Code	:	ART3185
Department	:	Cultural and Creative Arts (CCA)
Credit Points	:	3
Contact Hours	:	39
Pre-requisite(s)	:	Nil
Medium of Instruction	:	English
Level	:	3

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):
- **P**rofessional **E**xcellence;
- **E**thical **R**esponsibility; **&**
- **I**nnovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:
1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
4a. Oral Communication Skills
4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

This course introduces the major digital and interactive media through workshops and project development. Students will gain relevant knowledge and skills in employing major digital and interactive media to raise awareness of selected social and cultural issues. These knowledge and skills can be transferable to the field of arts administration and other arts-and-cultural related business. Students will apply major visual technologies in an interactive way to create a presentation based on their study of the relationship between media and identified social and cultural issues.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

CILO$_1$ demonstrate knowledge and skill in the use of major digital and interactive media through workshops of photography, computer, imaging, printing and web technology;

CILO$_2$ employ major digital and interactive media to design a final work in an approved self-chosen theme in relation to identified social and cultural issues; and

CILO$_3$ demonstrate self-reflective thinking to analyze and explain the relationship between the final work and the identified social and cultural issue concerned.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities

a. **Introduction to course**
• Discussion of current major digital and interactive media and issues related to social and cultural issues
   - Media and intellectual property
   - Identity in a networked society
   - Popular culture
	CILO$_{1,3}$	• Lecture
		• Reading
		• Group critics and discussion

b. **Photography workshop**
• Photographic skills and their application to a range of media and technologies
   - Selection of theme
   - Focus
   - Digital camera shooting skills
   - Lighting skills
   - Composition
• Exercise
• Critique and discussion on common photography problems
	CILO$_1$	• Lecture and
		• Hands-on learning and practice
		• Group critics and discussion

c. **Digital editing workshop** • Scanning and photo editing software - Photo editing software: visual effects and techniques • Print size, resolution, and file formats. • Exercise • Critique and discussion on digital image making problems	*CILO$_1$*	• Lecture • Hands-on learning and practice

d.	**Web technology workshop**
	• Website development
	• Digital communities
	    - Blog
	    - Facebook
	    - YouTube
	• Interactive media for web: approaches, structure, and techniques
		CILO₁	• Lecture
			• Hands-on learning and practice
			• Group critics and discussions

e.	**Final project development and presentation**	*CILO₁, ₂ & ₃*	• Tutorials • Presentation

4. Assessment

Assessment Tasks	Weighting (%)	CILOs
a. **In-class assessment** Digital photography: a series of assignments to be completed in class	30%	*CILO₁*
b. **Photo portfolio** • Photo essay of no less than 6 digital photographs on an approved self-chosen socio-cultural theme; (30%) • An essay of 500-600 words, including a brief analysis and explanation of the relationship between the final work and the identified social and cultural issue; (10%)	40%	*CILO₁, ₂ & ₃*

c. **Web design**
• Interactive media design of web portfolio:
    - Approach, design, structure
    - Domain and analytics
	30%	*CILO₁*

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

☐ *Not Permitted*: In this course, the use of generative AI tools is not allowed for any assessment tasks.

✓ *Permitted*: In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

There is no required text for this course; however students may find the following references to be helpful. Readings will be assigned periodically, and students are responsible for coming to class prepared and ready to discuss the readings.

7. Recommended Readings

Dickman, J. and Kinghorn, J. (2009). *Perfect Digital Photography.* New York: McGraw-

Hill.

Galer, M. (2008). *Digital Photography.* Oxford: Focal Press.

Lievrouw, L., & Livingstone, S. (Eds.). (2006). *Handbook of new media: Social shaping and social consequences*. London: Sage.

Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2003). *New media: A critical introduction* (2nd Ed.). London: Routledge.

Martin, J. (1993). *The encyclopedia of printmaking techniques*. London: Headline.

Norman, D. (2000). *The invisible computer*. Cambridge: MIT Press.

Ross, J., Romano, C., & Ross, T. (1990). *The complete printmaker; techniques, traditions, innovation*. London: Collier Macmillan.

Saff, D., & Sacilotto, D. (1997). *Printmaking: History and process*. New York: Holt Rinehart & Winston.

Saunders, G., & Miles, R. (2006). *Prints now: Directions and definitions*. New York: Victoria & Albert.

Wilson, S. (2001). *Information arts: Intersections of art, science and technology*. Cambridge: MIT Press.

8. Related Web Resources

Nil

9. Related Journals

Nil

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (https://www.eduhk.hk/re/uploads/docs/0000000016336798924548BbN5). Students should familiarize themselves with the Policy.

11. Others

Nil

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