

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: Bachelor of Arts (Honours) in Creative and Digital Arts/ Bachelor of Arts (Honours) in Creative and Digital Arts and Bachelor of Education (Honours) (Visual Arts)
Programme QF Level	: 5
Course Title	: Digital Design for promotion, Publishing and Social Media
Course Code	: ART3236
Department	: Cultural and Creative Arts (CCA)
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: English
Course 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"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

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

Digital design for promotion, publishing, and social media is an introductory course exploring

the principles and practices of digital media design. The course aims to equip students with the knowledge and skills to create effective designs for promoting products, publishing content, and engaging audiences on social media platforms.

2. Course Intended Learning Outcomes (CILOs)

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

- CILO₁ show the ability in applying technology skills to digital design for various media platforms.
- CILO₂ demonstrate ability in conducting visual research and convey messages and ideas in the form of digital design elements.
- CILO₃ articulate project aims, requirement and work process management skills.
- CILO₄ apply critical analysis, appreciation and digital design skill in the planning of promotion, publishing and social media design.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Introduction to course <ul style="list-style-type: none"> • Introduction digital design theory for media use • Digital design elements and principles • Digital design inspirations from contemporary art & design history • Production for different delivery platform such as social media, or interactive interface. 	CILO _{1,2}	Lecture Discussion
Basic techniques put into digital design <ul style="list-style-type: none"> • Fundamentals of computer-aided design. • Shape and text choreography and 2D animation • Basic digital design software techniques & Effects exploration • Motion design planning 	CILO _{1,2,4}	Lecture Discussion
Concerns for various media use <ul style="list-style-type: none"> • Design considerations for the design purpose on difference media • Case studies of digital design projects 	CILO _{1,3,4}	Lecture Discussion
Project 1: Motion graphic design <ul style="list-style-type: none"> • Investigate ways to convey information using text, logo, pictogram and symbols in motion way • Use a design thinking method to guide the design and development process. • Design principles and color theory. • Computer drawing. • File formats 	CILO _{1,2,4}	Lecture Discussion Workshop Tutorial
Project 2: Digital narrative practice <ul style="list-style-type: none"> • Explore ways to convey certain idea to motion 	CILO _{1,2,3}	Lecture Discussion

<ul style="list-style-type: none"> • graphic by using digital design tools. • Visual languages • Social, cultural and environmental issues in projects. • Image manipulation. • The importance of review and redesign in the design process. • Designing for a client. 		Workshop Tutorial
Final Project: Designing for promotion <ul style="list-style-type: none"> • Create a series of designs for promotion • Peer critique and presentation. • Planning and conducting research strategies. • Organizing and managing content. 	<i>CILO</i> _{1,2,3,4}	Lecture Discussion Presentation Workshop

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Assignment 1: Motion graphic design: <ul style="list-style-type: none"> • Execution of motion design skills • Use of resources • Design thinking and processing 	30	<i>CILO</i> _{1, 2}
(b) Assignment 2: Digital narrative practice <ul style="list-style-type: none"> • Visual research • Design presentations • Time management • Storyboard design and planning 	30	<i>CILO</i> _{1, 2, 3}
(c) Assignment 3 Group project: Design for promotion <ul style="list-style-type: none"> • Each group finds brand, and create 2D or 3D motion design that to meet industry's needs and requirements • Visual research • Storyboard design and planning • Design presentations • Time management 	50	<i>CILO</i> _{1, 2, 3, 4.}

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)

Jackson, C., and Ciolek, N. (2017). *Digital design in action: creative solutions for designers*. Boca Raton: CRC Press

7. Recommended Readings

Ambros, G. (2009). *Design thinking*. Lausanne, Switzerland: AVA Academia

Gallagher, R. (2007). *Exploring motion graphics*. Thomson Delmar Learning

Krasner, J. S. (2008). *Motion graphic design : applied history and aesthetics* (2nd ed.). Focal Press.

Lockton, D (2012), 'Persuasive technology and digital design for behaviour change'. Available at SSRN 2125957.

8. Related Web Resources

Nil

9. Related Journals

Design Studies

Digital Creativity

Journal of Design Research

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/00000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

11. Others

Nil

Last update: 31 Jul 2025