

The Hong Kong University of Science and Technology
Undergraduate Course Syllabus

Digital Communication: Expressing Your Perspective in Digital Spaces,
LANG2067

3 credits

Pre-requisite: LANG1402, unless exempt. Students are exempt from LANG1402 if they have attained Level 5 or above in English Language in the HKDSE, with all papers at or above Level 4; IELTS Band 6.5 overall, or Band 6.0 or above in all parts of the test; or an equivalent qualification.

Co-requisites: N/A

Course Leader: Levi Lam

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Course Description

LANG2067 prepares students to produce impactful digital content—such as podcasts, vlogs, and portfolios—for a connected world. Through integrating digital content creation, critical analysis, and communication skills, students develop strong audience awareness, story-telling and multimodal communication skills while crafting compelling digital identities and artefacts.

Weekly Course Topics

- Week 1: Introduction to Digital Communication
 - Week 2: Digital Storytelling
 - Week 3: Evaluating Digital Content & Presentation Basics
 - Week 4: Library Unit & Pitch Collaboration
 - Week 5: Production Pitch Ideation, Hooks, & Q&A
 - Week 6: Production Pitch Practice, Visual and Vocal & Verbal Delivery, & Consultations
 - Week 7: In-class Production Pitch
 - Week 8: Reel Collaboration & Storyboarding
 - Week 9: Practice Reel & Consultations
 - Week 10: Vlog & Podcast Basics
 - Week 11: Vlog/Podcast Consultations
 - Week 12: Vlog/Podcast Recording
 - Week 13: Learning Portfolio
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Method of Instruction

Interactive tutorials feature active learning through group ideation, collaborative presenting, recording and editing, self-reflection, instructor guidance and feedback.

Course Intended Learning Outcomes

By the end of the course, students are expected to:

1. Demonstrate the ability to create engaging digital content using various multimodal elements (e.g., audio, video, text, images).
2. Use storytelling techniques to produce digital narratives that are compelling and structured to appeal to specific audiences.
3. Critically analyze digital content, assessing its effectiveness in reaching and engaging target audiences.
4. Use audience analysis and adapt communication strategies to suit different digital platforms and audiences.
5. Deliver effective in-person presentations using a variety of visual and verbal and vocal techniques.
6. Identify and apply ethical considerations related to privacy, responsible sharing, and digital footprints in content creation.
7. Work collaboratively on digital communication projects, demonstrating effective teamwork and peer feedback skills.

Assessment and Grading

LANG2067 adopts criterion-referenced assessment (CRA) for evaluating student performance to ensure transparency and fairness that align with the performance rubrics for each assessment which are available via Canvas.

Assessment Task	Contribution to Overall Course Grade	Due Date
A1: Production Pitch	15%	*Week 6/7
A2: Promotional Reel	15%	Week 9
A3: Learning Portfolio 1 st Draft	5%	Week 9
A4: Final Vlog/Podcast Project	35%	*Week 13
A5: Peer Evaluation	5%	*Week 13
A6: Learning Portfolio	25%	1 st Monday after Week 13

* Specific due dates are posted on Canvas. Assessment marks for individual assessed tasks will be released within ten working days of the assessment due date.

Students are given feedback (excellent, very good, good, satisfactory, marginal, fail) that is mapped to a letter grade according to the CLE grading policy.

LANG2067 Late Submission Policy

Assessments that are submitted within 24 hours of the assessment deadline will be considered late and incur a 1-band deduction across all assessment criteria.

Submissions after the 24-hour late window will receive a “0” mark for the entire assessment.

Your teacher will consider exigent circumstances on a case-by-case basis so long as substantive corroboration is provided.

Mapping Assessments to Course ILOs

Assessment	Mapped ILOs	Rationale
A1: Production Pitch	ILOs 2, 3, 4, 5, 7	This 8-10-minute in-person pitch assesses Task Fulfilment as a team and Individual Visual and Verbal and Vocal delivery as a presenter. It requires elements of storytelling, critical analysis of content, audience analysis, in-person presentation skills, and effective collaboration to be successful.
A2: Promotional Reel	ILOs 1, 2, 3, 4, 7	This recorded 90-second reel assesses Task Fulfilment as a team, I It requires elements of storytelling, critical analysis of content, audience analysis, and effective collaboration to be successful.
A3: Learning Portfolio 1st Draft	ILOs 3, 6, 7	This self- or peer review of another production pitch is designed as an individual process-writing task. It requires critical analysis of content and an understanding of possible ethical and/or privacy concerns as well as effective collaboration as a team to be successful.
A4: Final Vlog/Podcast Project	1, 2, 3, 4, 6	This 12-15-minute final project assesses Task Fulfilment as a team and individual verbal and vocal delivery. It requires creating engaging digital content, storytelling, critical analysis of content, audience analysis, on-camera presentation skills, and effective collaboration to be successful.
A5. Peer Evaluation	ILOs 6, 7	This peer evaluation assesses the contributions of a student's groupmates over the course of the term. It requires an awareness ethical concerns and effective collaboration to be successful.
A6. Learning Portfolio	ILOs 3, 6, 7	This portfolio assesses student's individual reflections of learning over the course of the term. It requires critical analysis of content and an understanding of possible ethical and/or privacy concerns as well as effective collaboration as a team to be successful.

Final Grade Rationale

Grade	Feedback	Grading Description
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A	Excellent Overall	The student's team performance and individual performance fulfils all assessment criteria except for 1 or 2 instances for each assessment during the term.
B	Good Overall	The student's team performance and individual performance fulfils most assessment criteria for each assessment during the term.
C	Satisfactory Overall	The student's team performance and individual performance fulfils some assessment criteria for each assessment during the term.
D	Marginal Overall	The student's team performance and individual performance fulfils a few assessment criteria for each assessment during the term.
F	Fail	The student's team performance and individual performance seems incomplete and/or irrelevant for each assessment during the term.

LANG2067 GenAI Policy

Students are allowed to use all the tools available that can help them to communicate more effectively - including GenAI platforms. However, students are required to uphold the principles of academic integrity. GenAI content and products produced by other tools cannot be submitted for assessment. Students are expected to compose, practice, review, and deliver their own work.

Students are reminded that GenAI tools can be very useful for:

- Brainstorming ideas and suggesting sources, but the information provided may not be accurate or relevant to your assignment.
- Giving suggestions about improving the organization of your writing, but GenAI tends to suggest very formulaic patterns of writing which may not fit your requirements.
- Giving suggestions about improving your language, but GenAI may make suggestions for language changes which are not appropriate for the intended context and audience.
- Suggesting simple ways of expressing complex discipline-specific concepts, but these explanations may be unfamiliar to your audience.
- Providing summaries of long texts, but important information may be omitted, particularly if the original text is not well-written.

In short, GenAI provides opportunities to enhance communication skills but also presents limitations which students should be aware of.

LANG2067 Collaboration Policy

This course requires extensive teamwork, and it will be successful and meaningful for students if a commitment to working collaboratively with groupmate throughout the semester is made.

Three of the four primary assessments involve group work, so consistent engagement with the course impacts every member of the team. As a result, LANG2067 applies the following approach to the potential lack of consistent and effective contribution to teamwork.

- There is a Learning Portfolio process-writing task worth 5% of the overall grade for students to reflect on the Production Pitch (1st assessment) in which they can also remark on the effectiveness of the collaboration within the group.
- There is a Peer Evaluation worth 5% of the overall grade for students to assess the respective contributions of their teammates over the course of the semester.
- Teams who have an unproductive member(s) should notify the teacher with corroborating support of the lack of contribution.
- Should the issue persist, unproductive students may be removed from their teams and disqualified from the relevant assessments.
- The teacher will address such issues on a case-by-case basis.

Required Texts and Materials

Course materials and additional resources are provided via Canvas.

Academic Integrity

Students are expected to adhere to the University's academic integrity policy. The University has zero tolerance for academic misconduct. Students should refer to the HKUST Academic Registry website for guidance on academic integrity, plagiarism, cheating, investigation procedures, appeals, and ways to avoid academic misconduct:

<https://registry.hkust.edu.hk/resource-library/academic-integrity>