

the idiosyncracies of dealing with visual thinkers. Students will be able to identify and apply the appropriate financial measure of success to the communication design enterprise. Students will be able to estimate the value of brand and separate from the conceptual basis of value in goods and services. And, students will develop a basic understanding of leveraging the work of others through strategic alliances, acquisitions and mergers.

**DGC 2161-2 Digital Graphic Communication (0,*,*)
Practicum I & II**

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning

Students gain practical experience in managing design projects by operating under the Digiforce (DF). Digiforce is a student organization which is jointly run by second and third year DGC students. Through a series of projects, students learn how to plan, organize, visualize, design and work as a team.

**DGC 2170 Interactive Media I: Convergence, (3,1,2)
Information and Interface**

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning and DGC 2220 Digital Audio and Video Production (for DGC majors); or DGC 1210 Creative Digital Imaging (for Computer Science majors)

Co-requisite: I.T. 2510 Multimedia Applications Development (for Computer Science majors)

Multimedia is commonly described as a woven combination of text, graphic, sound, animation and video elements. In addition, the interactivity offered by the computer platform in allowing the user to control when and what elements are delivered has been its advantage over other traditional medium. In order to harness the power of this new medium, a thorough study of its operational principles is inevitable. In this course, the student will be first introduced the elements of the multimedia building blocks (text, graphics, animation and video). After grasping the basic knowledge, students will be guided through the multimedia production and management process together with the examination of constraints in different genres of new media (CD-ROM, DVD and WWW). Multimedia authoring techniques and interactivity design are illustrated using the tools of the trade such as Director and Flash. After completing this course, students will be equipped with solid know-how in handling interactive multimedia project.

Lectures, workshops, and seminars are conducted with the aid of software, CD-ROMs, Web sites and videos on the course.

DGC 2220 Digital Audio and Video Production (3,1,2)

Prerequisite: DGC 1210 Creative Digital Imaging

This course covers the study of a variety of audio and video formats and their recording characteristics and explores the tools and techniques for bringing motion video and audio together using computer-assisted devices. It also offers basic study of the acoustics and physics of sound and develops students' hands-on skills and creative ability to apply this knowledge to a variety of sound recording and processing devices. Basic skills of linear and non-linear audio/video editing are developed and applied to motion picture and multimedia productions.

**DGC 2310 3-Dimensional Modelling and (3,1,2)
Animation I: Object, Character and Environment**

Prerequisite: DGC 1210 Creative Digital Imaging

This course deals with the fundamental principles of building models and computer animation techniques in the 3-dimensional environments. Students are taught the basic concepts of model construction, surface attributes, lighting and rendering. They are expected to develop personal concepts, characters and storyboards. Visual timing curves, geometry parameter curves, motion paths and storyline flow charts are some of the techniques covered.

DGC 2610 Communication Design on the Internet (3,2,1)

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning or DGC 1200 Visualization Skills for Creative Design Processes

With the rapid pace of penetration and fast growing popularity of the WWW, more and more people are increasingly relying on the Web to do business and other forms of activities such as research and collaboration. Thus, the Web interface is no longer simply a decoration with eye-catching graphics but a functional and communication medium from which people can accomplish their task easily and effectively. In this course, students will be taught not only how to utilize their graphic design skills in weaving a Web page out of the design elements but also introduced to the principles of Web usability.

**DGC 3130 Communication Design (3,2,1)
Management II: Practice and Entrepreneurship**

Prerequisite: DGC 2130 Communication and Design Management I: Enterprise and Innovation

The main goal of this course is to prepare the students to assume a leadership role in a complex and expanding profession. Design is an essential marketing aspect in the business economy. Students learn how to use design effectively as a promotional tool, the structure of a design company and the various responsibilities in design management. Guest speakers and industry visits are arranged and students are expected to participate in class discussions and group projects.

**DGC 3170 Interactive Media II: Interaction, (3,1,2)
Programming and Simulation**

Prerequisite: DGC 2170 Interactive Media I: Convergence, Information and Interface

This course is an extension to the DGC 2170 Interactive Media I: Convergence, Information and Interface. Equipped with the fundamental theories and practice learnt, this course will take a step forward beyond the basic of multimedia production and implementation to interactivity design addressing the entire interaction between the user and the computer. As human depends more and more heavily in using the computer to accomplish daily tasks, an understanding of both the human user and the computer is necessary in order to make the interaction between the two easier and more satisfying. A successful interactive multimedia design should therefore process both aesthetical and functional components. In this course, the principles of human-computer interaction will be introduced. The application of usability principles in user interface design will be emphasized. Advanced techniques in Director and Flash will be taught in order to realize the theories learnt.

**DGC 3330 3-Dimensional Modelling and (3,1,2)
Animation II: Movement, Sequence and Story**

Prerequisite: DGC 2310 3-Dimensional Modelling and Animation I: Object, Character and Environment

This course is a continuation of DGC 2310 3-Dimensional Modelling and Animation I: Object, Character and Environment. Advanced techniques of modelling and animation will be introduced to help students to improve and enhance their computer animation skills.

**DGC 3530 Digital Graphic Communication (0,0,0)
Internship**

Prerequisite: Completion of Year II

Digital Graphic Communication students are encouraged to undertake a non-graded and zero-credit professional internship during their study. The internship is normally of at least two months full-time employment or professional practice during the summer between the second and third years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Department of Communication Studies after the internship.