

Subject Code	ENGL 3012
Subject Title	Creative Writing in New Media
Credit Value	3
Level	3
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none"> 1. Introduce and apply the principles of communication in reading and writing. 2. Introduce and apply multimodal literacy functions and practices in reading and writing. 3. Study and apply how multiple modalities are used to create, convey and exchange meaning in the online and digital communication environments. 4. Compose in multiple modalities to create, convey and exchange meaning within the online and digital communication networks.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p><i>Professional/academic knowledge and skills</i></p> <ol style="list-style-type: none"> (a) apply principles of communication and knowledge and techniques of multiple modalities to reading and writing; (b) apply knowledge about multimodal literacy functions and practices in consuming and composing writing in online and digital environments; (c) apply multiple modalities in writing within the digital communication networks; <p><i>Attributes for all-roundedness</i></p> <ol style="list-style-type: none"> (d) communicate effectively in creative writing and project presentation; (e) learn actively from one another; and (f) think and reason in a critical and creative mind, especially in applying different modalities in creating meanings and composing.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to principles of communication: audience awareness, organisation, rhetorical functions, rhetorical appeals, correctness, tone and style. 2. Multimodal literacies: audiences, purposes, values, functions and practices; reading, writing, and exchanging

	<p>multimodal information in online and digital environments.</p> <ol style="list-style-type: none"> 3. Creative writing using multiple modalities, e.g. words, sounds, colour, animations, music, moving and still images, layout schemes, and navigation schemes. 4. Creative writing in online and digital environments, e.g. the internet, e-books, video-games, mobile devices, and social networks. 5. Creative writing within the online and digital communication networks, e.g. social networks, organisational networks, and professional networks. 																																																																									
<p>Teaching/Learning Methodology</p>	<p>The teaching and learning approach is task-based, student-centred, interactive, and reflective. Every lecture will be followed by a seminar in the computer laboratory where students complete a variety of tasks.</p>																																																																									
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="558 821 1377 1402"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="10">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> <th></th> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>Participation</td> <td>10%</td> <td></td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Mid-term assessment</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Final Project</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="10"></td> </tr> </tbody> </table> <p>The assessments aim to:</p> <ol style="list-style-type: none"> a) apply principles of communication and knowledge and techniques of multiple modalities to reading and writing; (b) apply knowledge about multimodal literacy functions and practices in consuming and composing writing in online and digital environments; (c) apply multiple modalities in writing within the digital communication networks; <p>The mid-term assessment and final project are two different types of creative work developed for an online environment. The projects will involve students in producing a new work and</p>				Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)										a	b	c	d	e	f					Participation	10%				✓	✓	✓					Mid-term assessment	40%	✓	✓	✓	✓	✓	✓					Final Project	50%	✓	✓	✓	✓	✓	✓					Total	100 %										
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Final Project	50%	✓	✓	✓	✓	✓	✓																																																																			
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	<p>reflecting on their process and result. All the assessment methods/tasks are designed to meet the ILOs so that students apply principles of communication and knowledge and techniques of multiple modalities to reading and writing; apply knowledge about multimodal literacy functions and practices in consuming and composing writing in online and digital environments; and apply multiple modalities in writing within the digital communication networks. The final project enables attainment of Category B ILOs.</p>	
<p>Student study effort expected</p>	<p>Class Contact:</p>	
	<p>Lecture</p>	<p>26 hours</p>
	<p>Tutorial/Lab</p>	<p>13 hours</p>
	<p>Other student study effort:</p>	
	<p>Worksheets, short papers, project</p>	<p>63 hours</p>
	<p>Total student study effort</p>	<p>102 hours</p>
<p>Reading list and references</p>	<ol style="list-style-type: none"> 1. Alexander, J. 2006. <i>Digital youth: emerging literacies on the World Wide Web</i>. NJ: Hampton Press. 2. Selber, S. A. 2010. <i>Rhetorics and technologies</i> (ed.). The South Carolina: University of South Carolina Press. 3. Selfe, C. L. 2007. <i>Multimodal composition resources for teachers</i> (ed.). NJ: Hampton Press. 	

Revised by Kathleen Ahrens, March 2022