

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 1293"> <thead> <tr> <th data-bbox="558 821 766 1031" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="766 821 922 1031" rowspan="2">% weighting</th> <th colspan="8" data-bbox="922 821 1377 957">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="922 957 979 1031">a</th> <th data-bbox="979 957 1036 1031">b</th> <th data-bbox="1036 957 1092 1031">c</th> <th data-bbox="1092 957 1149 1031">d</th> <th data-bbox="1149 957 1206 1031">e</th> <th data-bbox="1206 957 1263 1031">f</th> <th data-bbox="1263 957 1320 1031"></th> <th data-bbox="1320 957 1377 1031"></th> </tr> </thead> <tbody> <tr> <td data-bbox="558 1031 766 1150">Writing tasks (20% x 3)</td> <td data-bbox="766 1031 922 1150">60%</td> <td data-bbox="922 1031 979 1150">✓</td> <td data-bbox="979 1031 1036 1150">✓</td> <td data-bbox="1036 1031 1092 1150">✓</td> <td data-bbox="1092 1031 1149 1150">✓</td> <td data-bbox="1149 1031 1206 1150">✓</td> <td data-bbox="1206 1031 1263 1150">✓</td> <td data-bbox="1263 1031 1320 1150"></td> <td data-bbox="1320 1031 1377 1150"></td> </tr> <tr> <td data-bbox="558 1150 766 1224">Project</td> <td data-bbox="766 1150 922 1224">40%</td> <td data-bbox="922 1150 979 1224">✓</td> <td data-bbox="979 1150 1036 1224">✓</td> <td data-bbox="1036 1150 1092 1224">✓</td> <td data-bbox="1092 1150 1149 1224">✓</td> <td data-bbox="1149 1150 1206 1224">✓</td> <td data-bbox="1206 1150 1263 1224">✓</td> <td data-bbox="1263 1150 1320 1224"></td> <td data-bbox="1320 1150 1377 1224"></td> </tr> <tr> <td data-bbox="558 1224 766 1293">Total</td> <td data-bbox="766 1224 922 1293">100 %</td> <td colspan="8" data-bbox="922 1224 1377 1293"></td> </tr> </tbody> </table> <p data-bbox="558 1335 1377 1623"> The assessments aim to: <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> <p data-bbox="558 1665 1377 1879"> The written assessment tasks are three pieces of creative writing in the online and digital environments on a range of topics. The project will involve students in producing a new work and 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 </p>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)								a	b	c	d	e	f			Writing tasks (20% x 3)	60%	✓	✓	✓	✓	✓	✓			Project	40%	✓	✓	✓	✓	✓	✓			Total	100 %								
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Project	40%	✓	✓	✓	✓	✓	✓																																																	
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	<p>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>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, April 2017