

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	ELC3823
Subject Title	Professional English for Digital Media Design Students
Credit Value	2
Level	3
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject aims to develop the English language and communication skills required by students to communicate effectively in the context of their future professions in digital media design.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to communicate effectively in their future professions through</p> <ol style="list-style-type: none">participating and interacting professionally in presentations, andwriting effective digital media design-related project descriptions. <p>To achieve the above outcomes, students are expected to use language and text structure appropriate to the context, select information critically, justify design strategies, and analyse the impact and significance of the projects.</p>
Subject Synopsis/ Indicative Syllabus	<p>This syllabus is indicative. The balance of the components, and the corresponding weighting, will be based on the specific needs of the students.</p> <ol style="list-style-type: none">Presentation Developing and practising the specific oral skills required in giving presentations in the digital media design profession.Digital media design-related project descriptions Selecting and using relevant content, including narrative elements; adopting appropriate format, style, structure and layout.Language development Improving and extending relevant features of grammar, vocabulary and pronunciation.
Teaching/Learning Methodology	<p>The subject is designed to introduce students to the communication skills, both oral and written, that they may need to function effectively in their future professions in digital media design.</p> <p>The study method is primarily seminar-based. Activities include teacher input as well as individual and group work involving drafting and evaluating texts, mini-presentations, discussions and simulations. Students will be referred to information on the Internet and the ELC's Centre for Independent Language Learning.</p> <p>Learning materials developed by the English Language Centre are used throughout</p>

this course. Additional reference materials will be recommended as required.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks (continuous assessment)	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a	b				
1. Writing a description of a piece of digital media	40%		✓				
2. Presenting a piece of digital media	60%	✓					
Total	100 %						

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Students’ oral and writing skills are evaluated through assessment tasks related to the learning outcomes. Students are assessed on the accuracy and the appropriacy of the language used in fulfilling the assessment tasks, as well as the selection and organisation of ideas.

Student Study Effort Required

Class contact:	
▪ Seminars	26 Hrs.
Other student study effort:	
▪ Classwork-related, meeting preparation, project-related preparation and self-access work	52 Hrs.
Total student study effort	78 Hrs.

Reading List and References

Course materials
Learning materials prepared by the English Language Centre

Recommended reading
Boon, K. A. (2014). *Screenwriting* (A. Horton & J. Hoxter, Eds.). Rutgers University Press. <https://doi.org/10.36019/9780813563428>
Coughter, P. (2012). *The Art of the Pitch: Persuasion and Presentation Skills that Win Business*. New York: Palgrave Macmillan
Dmytryk, E. (2019). *On screen writing*. Routledge.
Dunnigan, B. (2020). *Screenwriting Is Filmmaking: The Theory and Practice of Writing for the Screen* (1st ed.). The Crowood Press.
Grierson, Tim. (2013). *FilmCraft: screenwriting* (1st edition). Focal Press. <https://doi.org/10.4324/9780240824857>

	<p>Honthaner, E. (2018). Pitching and Selling. In <i>Hollywood Drive</i> (2nd ed., pp. 287–304). Taylor & Francis Group, an informa business. https://doi.org/10.4324/9781315232034-19</p> <p>McGowan, B. (2014). <i>Pitch Perfect: How to Say It Right the First Time, Every Time</i>. New York: Harper Business.</p> <p>McVeigh, M. (2023). <i>Screenwriting from the Inside Out: Think and Write Like a Creative</i> (1st ed.). Springer International Publishing AG. https://doi.org/10.1007/978-3-031-40520-4</p> <p>Myers, S. (2022). <i>The protagonist's journey: an introduction to character-driven screenwriting and storytelling</i>. Palgrave Macmillan. https://doi.org/10.1007/978-3-030-79682-2</p> <p>Pinvidic, B. (2019). <i>The 3-minute rule : saying less to get more out of any pitch or presentation</i>. Portfolio/Penguin.</p> <p>Selbo, J. (2016). <i>Screenplay: Building story through character</i>. New York: Routledge.</p> <p>Snyder, B. (2005). <i>Save the cat! The last book on screenwriting you'll ever need</i>. Studio City: Michael Wiese Productions.</p> <p>Theobald, T. (2022). <i>Develop Your Presentation Skills: How to Inspire and Inform with Clarity and Confidence</i> (Fifth edition, Vol. 170). Kogan Page.</p>
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