



香港城市大學  
City University  
of Hong Kong

Division of Language Studies  
語文學部  
School of Continuing and Professional Education  
專業進修學院

# Continuing Education Certificate in Interactive Multimedia Educational Materials Development 互動多媒體教材創作持續教育證書課程

(Course code 課程編號: 02026)

## Introduction

As the interactive multimedia technology has come of age and the use of multimedia-ready microcomputers has become widespread in schools, many teachers are eager to learn to take advantage of the technology to produce teaching and learning materials that contain more than texts and pictures. Not only can multimedia enhance learner motivation because of the dynamism it promises, but the nonlinear and interactive nature of the materials created means that they can cater to the different needs of different learners in a classroom. To cope with this demand in the teaching population to learn to use multimedia for materials development, the Division of Language Studies and School of Continuing and Professional Education jointly offer this course. Its fourth intake will take place in August 2000.

## 前言

互動多媒體技術日趨成熟，而多媒體電腦亦日漸普及。很多老師都希望學習怎樣利用這些新技術以製作更生動、更豐富的教學材料。老師們在課堂上使用互動多媒體教材不單能誘發學生學習興趣、增強學習動機，更能切合不同程度學生的不同需要，靈活地因材施教。本課程由香港城市大學語文學部及專業進修學院聯合主辦，將於二〇〇〇年八月舉辦第四期課程，以滿足老師在學習設計及製作互動多媒體教材的需求。

## Objectives

This course aims at providing a broad exposure to the technology, a sound knowledge base, and substantial experience for aggressive modern-day teachers who are interested in harnessing technology for developing interactive multimedia materials for use in their classroom, with a view to improving the learning processes and outcomes. Participants will learn about the basic theories and principles of designing and developing interactive multimedia applications and will apply these in a project of their own. Upon completion of the course, participants will be able to create a set of interactive multimedia teaching or learning materials relating to areas they are teaching. Beginners of multimedia computer software will find this course particularly useful.

## 目的

本課程特別為追求新穎教學科技、好學不倦的在職老師而設，旨在提供先進的多媒體科技，使學員建立對互動多媒體優良的認知基礎和實際經驗，訓練學員怎樣應用現存的技術，改進教學過程和效果。本課程將探討互動多媒體教材設計及創作的基本理論和原則，並要求每位學員於課程終結時完成一套可應用於課堂內的互動多媒體教材習作，以實踐所學的理论和原則。初次涉獵多媒體電腦軟件的學員會於課程中更加得益。



## Admissions Requirements

Applicants must meet the following requirements:

- a. (i) General Entrance Requirements of CEC course; or  
(ii) be a mature applicant at the age of 23 or above at course commencement; and
- b. be a teaching professional or involved in developing educational materials.
- c. knowledge of Windows operations

## 入學資格

申請人必須符合以下三項條件：

- (一) 具備持續教育證書一般入學資格或於開課時已達廿三歲或以上；
- (二) 在職教師或有份參與互動多媒體教材創作工作；
- (三) 具備視窗運作知識。

## Course Structure and Curriculum 課程內容及授課形式 (請參閱英文本)

The course consists of 25 sessions each of 4 hours. Contents are as follows:

### Overview

- What is multimedia?
- What is interactive multimedia?
- What is good interactive multimedia?
- The process of developing multimedia projects
- Rationale behind educational multimedia
- Impact and pitfalls of multimedia in education
- Tools for multimedia development
- Evaluation of educational multimedia titles

### Digitising information

- Digitising texts - optical character recognition
- Digitising artwork, audio & video
- Digital image editing
- Digital audio & video editing

### Planning and interfacing

- Storyboarding
- Organising navigational structure
- Interface design
- Creating backgrounds
- Screen design and layout
- Navigational tools

### Building contents

- Type, typography and communication
- Understanding and managing fonts
- Understanding graphics and graphical files formats
- Understanding and manipulating colour
- Understanding audio and video
- Creating and manipulating 3D texts and simple 3D models
- Understanding and creating animation

### Authoring: putting things together

- Multimedia authoring
- Metaphors in multimedia authoring
- Comparison of mainstream authoring software packages
- Authoring with and without scripting
- World Wide Web authoring
- Web-based animation and interactivity
- Using clip media
- Creating links

### Prototyping, storage and distribution

- Packaging application
- Use of removable storage devices
- CD-ROM creation

This course will be made up of lectures, group discussions, demonstrations, and hands-on workshops on a great variety of desktop publishing and multimedia-related software. The following are some examples:

- Adobe PhotoShop
- Asymetrix 3D/FX
- Adobe Premiere
- Macromedia Authorware
- Macromedia Director
- Macromedia Dreamweaver
- Macromedia Flash



## Assessment and Award

Participants are assessed by coursework, which includes short papers, an interim and a final project. Passing mark is 50%. Participants who have achieved a minimum of 80% attendance and an overall pass in coursework will be awarded a *Continuing Education Certificate in Interactive Multimedia Educational Materials Development*.

## Course Committee

Mr Patrick Kwong, Director, University Press, CityU

Mr Bruce Ma, Lecturer, Division of Language Studies, CityU

Mr Kenneth Lau, Managing Director,

Interactive Communication Online Networks Ltd. (ICON)

## Class Date, Time & Place

Classes will be held on Saturdays from 9:00 am to 1:00 pm at City University of Hong Kong. The course will commence on 5 August 2000.

## Instructors

Mr Bruce Ma, Mr Kenneth Lau and experienced practitioners

## Medium of Teaching

English, supplemented with Cantonese

## Fees

**Application fee :** HK\$140, non-refundable

**Course fee :** HK\$15,000, refundable upon unsuccessful enrolment for the course.

In-service teachers, nominated by School Principals to apply for this course, may apply to their School Principals for course fee subsidy upon successful completion of the course.

Fees paid are not refundable nor transferable.

## Application Procedure

Application forms must be completed, accompanied by:

- copies of education certificates
- application fee of HK\$140 and course fee HK\$15,000 in the form of TWO crossed cheques payable to  
*City University of Hong Kong*

and sent to

School of Continuing and Professional Education  
City University of Hong Kong  
Tat Chee Avenue  
Kowloon

Applications will be screened by the Course Committee. Each successful applicant will be notified by an official notice of admission before the course begins.

## Application Deadline

14 July 2000

## 課程評核及證書頒發

學員須提交短文及多媒體教材習作以作考核。合格分數為五十；另學員的課堂出席率須不少於百分之八十，方可獲頒發香港城市大學互動多媒體教材創作持續教育證書。

## 課程委員會

鄭子器先生，香港城市大學出版社社長

馬家祥先生，香港城市大學語文學部講師

劉樹軼先生，ICON 行政董事

## 上課日期、時間及地點

逢星期六上午九時至下午一時於香港城市大學上課；開課日期為二〇〇〇年八月五日

## 導師

馬家祥先生、劉樹軼先生及業內資深人士

## 教授語言

英語，輔以粵語

## 費用

**報名費 :** 港幣一百四十元，概不退還

**學費 :** 港幣一萬五千元。若入學申請未獲接納，學費可退還

學員若為在職教師經校長推薦參加此課程，在圓滿完成課程後，可自行向校長申請學費資助。

學費及學額不得轉讓他人。

## 報名手續

請將報名表格連同

- 學歷證明副本
- 報名費港幣一百四十元支票或本票一張
- 學費港幣一萬五千元支票或本票一張

支票或本票抬頭為「香港城市大學」

寄回

「九龍達之路香港城市大學專業進修學院」收。

所有報名申請均由課程委員會評選，被取錄者在開課前會直接收到專業進修學院發出的「入學通知書」。

## 截止報名日期

二〇〇〇年七月十四日



"A comprehensive course which covers a wide range of application softwares in multimedia materials production. In order to cope with the rapid growth of I.T., you will be well equipped after finishing the course. The more you invest (time), the more you will get!"

Yeung Yee Tak (楊以德)  
Hong Kong & Kowloon Chiu Chow School  
港九潮州公學

Yeung Yee Tak, graduate of CEC in Interactive Multimedia Educational Materials Development (first intake). His final project entitled "Classrooms of the 21st Century Scheme" obtained a merit award from the 《Multimedia Educational Materials Design Competition》, organized by the Education Department, Lions Club Metropolitan & Lions Club of Castle Peak.

楊以德，互動多媒體教材創作持續教育證書課程之第一屆畢業生。他在課程中呈交之互動多媒體習作，名為「廿一世紀教室計劃」，曾參與教育署、華都獅子會及青山獅子會合辦的《多媒體教材設計比賽》，並獲頒發優異獎項。

Unedited comments from other graduates could be viewed in the course's website at  
可於下列網址瀏覽畢業學員對課程的意見

<http://ce.cityu.edu.hk/cecimm/comments.htm>

## General Information

1. The School of Continuing and Professional Education reserves the right not to admit an applicant. All applications will be screened and admitted by the course committee. Place allocated on each class is not transferable. Fees are not refundable and transferable, except for unsuccessful enrolment or cancellation of a course.
2. No class will be held upon announcement of storm warning signal No. 8 or above. After the typhoon passes, if the No. 8 signal is lowered (before 7 am in the case of morning classes, before 12 noon in the case of afternoon classes, and before 4 pm in the case of evening classes), classes will meet as usual; otherwise classes will be postponed. For rainstorm black warning, the arrangement will be similar.
3. The School of Continuing & Professional Education reserves the right to alter the details of the course such as date, time, venue and substitution of instructors and to cancel courses.
4. SCOPE is located on the LG/F, Academic Exchange Building, City University of Hong Kong.  
Office hours of the School :  
Mon - Sat : 9 am - 12 noon  
Mon - Fri : 2 pm - 5 pm  
Sunday & Public holiday : Closed  
Tel : 2784 4723, 2788 7423  
Fax : 2788 7088  
E-mail : [cece@cityu.edu.hk](mailto:cece@cityu.edu.hk)  
Web Site : <http://www.cityu.edu.hk/ce/>

## 入學須知

- (一) 專業進修學院保留權利決定是否接受任何入學申請。所有申請將由課程委員會作甄別及選錄。一經取錄，學費及學額不得轉讓他人。除課程已額滿或被取消外，一切已繳學費，概不退還。
- (二) 如遇颱風警號（八號或以上），則當日課程暫停並順延一課。颱風過後，如八號風球在上午七時前除下，早上課程照常上課，否則暫停一課；如八號風球在正午十二時前除下，下午課程照常上課；如在下午四時前除下，晚間課程照常上課。黑色暴雨警告之上課安排類同。
- (三) 於必要時，本學院有權就原定上課日期、時間、地點及原定主講人作出更改，本學院有取消課程之權利。
- (四) 本學院位於香港城市大學學術交流大樓低層。  
辦公時間如下：  
星期一至六：上午九時至中午十二時  
星期一至五：下午二時至五時  
星期日及公眾假期休息。  
查詢電話：二七八四 四七二三/二七八八 七四二三  
傳真：二七八八 七〇八八  
電子郵件：cece@cityu.edu.hk  
網址：<http://www.cityu.edu.hk/ce/>