SD5906

Globalization in New Media Design and Technology

Grading

School of Design

The Polytechnic University of Hong Kong

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IMPORTANT

Please sit with the members
of your final group project

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Course Description - A

SD5906 Globalization in New Media Design and Technology

Compulsory subject

Objectives

The objective of the course is to gain an understanding of the dynamic transformation of world culture and new media's contribution to those changes, in order to predict and visualize future solutions to challenges in technology and society.

Globalization is recognized as the expansion of activities beyond the boundaries of particular nation states. New Media offers to this new world digitized content that can inform, entertain and empower, without political or social restraint. But even more powerful is the technology's offer of open, interactive feedback and boundless creativity.

By studying global behavioral trends and current technological advancements, students will be prepared to envision and strategize new opportunities to improve the ways in which we live.

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Course Description - B

Intended learning outcomes

Upon completing the subject, students will be able to:

Professional skills

1 articulate the concept of globalization and the diversity/similarity of human behavior across national boundaries.
2 decipher new media's role in promoting new and emerging human behavioral trends and apply new paradigms of activity which would be promoted by innovative technologies
3 consider future technologies for their impact or support for humankind's desire to improve the quality of life

Transferable skills

4 become a keen observer of human activity, and early identification of patterns of behavior which offer the potential to become significant trends
5 develop a rigorous process through which discovery, analysis and strategy-setting steps will lead to practical, realistic solutions to social design challenges

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Course Description - C

Subject synopsis

Students will be introduced to:

Contextual knowledge

- Globalism and a compacting world
- Cultural sensitivity
- New Media and new technologies
- New world language
- The global marketplace and competition
- New Media's effect on mass media
- Resistive/restrictive policies to protect status quo
- Equal access to New Media
- Debate: Leading social change or adopting technology
- Depleting quantities of available natural resources as incentive

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Course Description - D

Subject synopsis

Students will be introduced to:

Content and data

- Data collection, discovery of global trends
- Hypothesize globalization's effect on media design
- Consideration of new technology: leading or responding to cultural change

Methods and practices

- Identify sources of global trend information
- Understand cultural barriers to acceptance of and reluctance with new media
- Visualize technological breakthroughs
- Creative introductions to new paradigms of cultural behavior or technology

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Course Description - E

Teaching and learning methods

Activity	Purpose
Lecture	To introduce students to case studies, theories and principles related to globalization and its effect on new media design and technology
Workshop	Putting principles into practice with short in-class exercises
Seminar	To discuss assigned readings related to globalization, expanding students' contextual knowledge of its affect on new media design and technology
Tutorial	To guide students on the development of projects, individually and in small groups
Critique	To allow students to learn from the strengths and weaknesses of their peers and to provide a framework for evaluating the effectiveness of the students' projects from various perspectives

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Course Description - F

Assessment methods

	Assessment task	Weighting	Learning outcomes to be assessed 1	2	3	4	5
1	Learning journal	30%			•		
2	Projects	60%	•	•		•	•
3	In-class exercises	10%	•	•		•	
	Total	100%					

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Course Description - G

Purposes	
Learning journal	To evaluate the students' critical reflections on their learning experiences, how they have made connections between the concepts discussed in the subject with other areas of learning and their everyday lives, responses to assigned readings and their project development processes.
Projects	To evaluate how the students have applied principles introduced to practical projects designed for specific contexts of use.
In-class exercises	To evaluate whether the students can apply the theories and principles introduced in lectures in solving small-scale content/data visualization problems.

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Course Description - H

Student study effort expected

		hours
Class contact		
1	Lectures	20
2	Tutorials: group and individual	10
3	Critiques	9
Other student study effort		
1	Self-study	26
2	Project work	40
	Total student study effort	**105**

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Course Description - I

References

Articles

Grabovszki, Ernst (1999) *The Impact of Globalization and the New Media on the Notion of World Literature*, docs.lib.purdue.edu

Andrea, Diana (2010) *Globalization - New media order and identity crisis in Europe*, Knol - Proctor and Gamble

Vaagan, Robert W. (2008) *New Media and Globalization: Norway and China*, Oslo University College

Armstrong, Vicky (2010) *Globalization and New Media*, vickyarmstrong @ 2010

Unknown (2011) *Communicating in the Global Village*, www.seawost.com

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Course Description - J

Books

Canton, Ph.D., James (2007). The Extreme Future. Plume/Penguin Books Ltd.
Schutte, Helmut and Ciarlante, Deanna (1998) *Consumer Behavior in Asia*, New York University Press

Collins, Jim (2001) Good to Great, Harper Business

Tapscott, Don, and Williams, Anthony D. (2006) Wikinomics, Penguin Group

Lewis, Len (2005) *The Trader Joe's Adventure*, Literary Productions

Friedman, T. (2007) *The World is Flat: A Brief History of the Twenty-First Century*, Picador

Michelli, J. (2007) *The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary*, McGraw-Hill

Torrens, Chris (2010) *Doing Business in China*, The Economist

Kelley, Tom (1995) *The Art of Innovation*, Doubleday

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Course Description - K

Books

Chevalier, Michel and Mazzalovo, Gerald (2008) *Luxury Brand Management: A World of Privilege,* John Wiley & Sons

Wang, Helen H. (2011) *The Chinese Dream: The Rise of the World's Largest Middle Class and What It Means to You, Bestseller Press*

Yu, Lianne, Chan, Cynthia and Ireland, Christopher (2007*) China's New Culture of Cool,* Cheskin

Oldstone-Moore, Jennifer (2003) *Understanding Confucianism,* Duncan Baird

Websites

Springwise.com

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HOW ABOUT SOMETHING

SIMPLER?

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K.I.S.S. Goals

1. Find a project to Internationalize

2. Define what your deliverables are

3. Implement your Internationalization

4. Demonstrate your Internationalization

5. Document the deliverables you delivered

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K.I.S.S. Actions

1. By <u>WEEK 2</u>, to have acquired a customer

2. By <u>WEEK 4</u>, to have your deliverables listed

3. By <u>WEEK 12,</u> to have finished all the work

4. By <u>WEEK 13</u>, to be ready to do a live demo

5. By <u>WEEK 14</u>, to have submitted your journal

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Questions?

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Thank You

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