3.2.6 Bachelor of Computing in Communications and Media

The four-year Bachelor of Computing in Communications and Media aims to train students in the technological underpinnings of interactive and digital media technologies as well as the skills of media design and content creation tempered with an understanding of the social sciences. Therefore, the programme has been designed to facilitate the integration of all these aspects. Since this programme involves aspects of computing and the arts and social sciences, it can be viewed from two perspectives:

TECHNOLOGY PERSPECTIVE:
- Foundations of IT: This refers to the basics of computing required to understand, design, and extend media systems.
- Information encoding, customization, and repurposing: Information encoding, such as XML, is required for information to be mass communicated on the Internet and world-wide web (WWW). Customisation refers to the personalisation of information to individuals and groups which the technology allows, and repurposing refers to the customisation of information to heterogeneous networks (wired and wireless) as well as the plethora of end devices (static and mobile, with varying display plus communication capabilities).
- Text, multimedia information analysis and processing: These refer to the technological basis of various interactive digital media (text, image, graphics, audio and video) and the various types of processing, such as data-rate transformation, summarisation, etc.
- Entertainment technology: This refers to technologies required to develop interactive games and virtual reality systems.

CONTENT AND USER PERSPECTIVE:
- Foundation (sociology): This refers to the social science foundation required to contextualise the use of media for communication by individuals and groups in human society.
- Human-computer interaction: This refers to the human-centred design of intuitive and flexible interfaces for people to communicate via end devices on Internet fringes.
- Writing and media design for mass communication: This refers to the required arts background, which enables the creative use of digital media for the purpose of expression and communication. The media considered include hypertext, audio, image/graphics, and video.
- Mass communication on the Internet: This refers to the theoretical and empirical principles of mass communications on the WWW.

Degree Requirements

The Communications and Media Programme degree requirement is at least 160 MCs. Modules are classified as follows (note that every module can only be counted towards satisfying exactly one requirement):

(i) PROGRAMME REQUIREMENTS (Total of 110 MCs)

**Common Essentials**
- CS1101 or CS1101S Programming Methodology
- CS1102 or CS1102S Data Structures and Algorithms
- CS2100 Computer Organisation
- CS2102 Database Systems
- CS2105 Introduction to Computer Networks

**Major Requirements**

**Computing Related**
- CS1231 Discrete Structures
- CS2103 Software Engineering
CS3240 Human-Computer Interaction
CS3248 Design of Interactive Media
CS3241 Computer Graphics
CS3342 Interactive Media Development Project
Either
CS4101 Honours project
or
complete 12 MCs from the two CM Programme Elective Groups, with modules at level-4000 or above

Communications and Media Related
NM2101 Theories of Communications and New Media

Take at least 28 MCs from the two CM Programme Elective Groups, with at least 16 MCs at level-4000 or above.

Programme Elective Groups

a. Interactive Media Technology Group
   CS2106 Operating Systems
   CS3103 Computer Networks and Protocols
   CS3103L Computer Networks Laboratory
   CS3242/S Hypermedia Technologies
   CS3243 Foundations of Artificial Intelligence
   CS3248 Design of Interactive Media
   CS4213 Game Development
   CS4240 Virtual Reality and 3D Interaction
   CS4241 Multimedia Information Systems
   CS4243 Computer Vision and Pattern Recognition
   CS4246 Text Processing on the Web
   CS4247 Image Synthesis and Computer Animation
   CS4248 Natural Language Processing
   CS3342 Interactive Media Development Project
   CS4343 Game Development Project
   CS4344 Networked and Mobile Gaming
   Other relevant modules approved by the Department of Computer Science

b. Content Creation and Mass Communications Group
   NM2204 Economics of Information and Communication
   NM2208 Principles of Visual Communication
   NM2218 Critical Introduction to Gaming
   NM3201 Media and Globalisation
   NM3208 Designing Content for New Media
   NM3218 Knowledge Management: Approaches & Critique
   NM3216 Gaming Culture I
   SC3213 Ethnography Analysis of Visual Media
   NM4201 Culture Industries
   NM4202 Transnational Information Producers
   NM4204 Ethics in the Information Age
   NM4205 Digital Media Project Management
   NM4206 Media and Communications Regulation
   NM5203 Infocom Technology Policy
   NM5204 Computer-Mediated Environments

1 Student can read CS4343 (Game Development Project) to replace CS3342 (Interactive Media Development Project). CS3342 may be replaced by CS3208/CS3209 Undergraduate Research in Computing I/II with the special permission from the UROP coordinator if the project involves significant media content.
2 Student who take CS3103 (Computer Networks and Protocols) must also take CS3103L(Computer Networks Laboratory).
(ii) UNIVERSITY LEVEL REQUIREMENTS
As specified in Section 3.2.1.

(iii) UNRESTRICTED ELECTIVES
As specified in Section 3.2.1.

University Scholars Programme (Communications and Media)
Students in the University Scholars Programme who choose the Bachelor of Computing (Communications and Media) major will follow the Communications and Media curriculum, but with the following variations:

1. They will not be required to take the following:
   (a) The University Level Requirements (20 MCs)
   (b) One Science Module (4 MCs)
   (These are replaced by appropriate First-Tier Scholars Modules.)

2. They will take UROP modules CS3208 and CS3209 in place of CS4342 or CS4343. CS3208 and CS3209 are independent study modules (ISMs) and will be counted as two of the four Advanced Scholars Modules [8 MCs].

3. They will take modules from CM Programme Elective Groups to fulfil 106 MCs (instead of 110 MCs) of the major programme requirement.

Table 6: Summary of degree requirement for Bachelor of Computing in Communications and Media

<table>
<thead>
<tr>
<th>Modules</th>
<th>MCs</th>
<th>Subtotals</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIVERSITY LEVEL REQUIREMENTS</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>PROGRAMME REQUIREMENTS</td>
<td></td>
<td>110</td>
</tr>
<tr>
<td>Common Essentials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS1101/S Programming Methodology</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>CS1102/S Data Structures and Algorithms</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>CS2100 Computer Organisation</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>CS2102 Database Systems</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>CS2105 Introduction to Computer Networks</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Major Requirements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computing Related</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3 A Science module can be LSM1302 (Genes and Society), LSM1304 (Microbes, Environment and Man), PC1143 (Physics III), PC1144 (Physics IV), PC1221 (Fundamentals of Physics I), PC1222 (Fundamentals of Physics II), PC1432 (Physics IIIE) or courses approved by the Department of Computer Science.

4 There should not be any double-counting of a module’s MC towards different parts of the programme.
<table>
<thead>
<tr>
<th>Course</th>
<th>MCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS1231 Discrete Structures</td>
<td>4</td>
</tr>
<tr>
<td>CS2103 Software Engineering</td>
<td>4</td>
</tr>
<tr>
<td>CS3240 Human-Computer Interaction</td>
<td>4</td>
</tr>
<tr>
<td>CS3241 Computer Graphics</td>
<td>4</td>
</tr>
<tr>
<td>CS3248 Design of Interactive Media</td>
<td>4</td>
</tr>
<tr>
<td>CS3342 Interactive Media Development Project&lt;sup&gt;5&lt;/sup&gt;</td>
<td>8</td>
</tr>
<tr>
<td>Either: CS4101 Honours Project</td>
<td></td>
</tr>
<tr>
<td>Or Complete 12 MCs from the two CM Programme Elective Groups, with modules at level-4000 or above</td>
<td>12</td>
</tr>
</tbody>
</table>

**Communications and Media Related**

<table>
<thead>
<tr>
<th>Course</th>
<th>MCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>NM2101 Theories of Communications and New Media</td>
<td>4</td>
</tr>
<tr>
<td>Modules from CM Programme Elective Groups (of which 16 MCs must be at level-4000 or above)</td>
<td>28</td>
</tr>
</tbody>
</table>

**Science Related**

<table>
<thead>
<tr>
<th>Course</th>
<th>MCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA1505 Mathematics I</td>
<td>4</td>
</tr>
<tr>
<td>MA1101R Linear Algebra I</td>
<td>4</td>
</tr>
<tr>
<td>ST2131 Probability</td>
<td>4</td>
</tr>
<tr>
<td>Science Module&lt;sup&gt;6&lt;/sup&gt;</td>
<td>4</td>
</tr>
</tbody>
</table>

**UNRESTRICTED ELECTIVES**

Grand Total: 30

Grand Total: 160

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<sup>5</sup> Student can read CS4343 (Game Development Project) to replace CS3342 (Interactive Media Development Project). CS3342 module may also be replaced by CS3208/CS3209 Undergraduate Research in Computing I/II with the special permission from the UROP coordinator if the project involves significant media content.

<sup>6</sup> A Science module can be LSM1302 (Genes and Society), LSM1304 (Microbes, Environment and Man), PC1143 (Physics III), PC1144 (Physics IV), PC1221 (Fundamentals of Physics I), PC1222 (Fundamentals of Physics II), PC1432 (Physics IIIE) or courses approved by the Department of Computer Science.