

# COURSE DETAIL

## DIGITAL MEDIA DESIGN AND APPLICATION

**Country**

Hong Kong

**Host Institution**

Chinese University of Hong Kong

**Program(s)**

Chinese University of Hong Kong

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies Communication

**UCEAP Course Number**

120

**UCEAP Course Suffix****UCEAP Official Title**

DIGITAL MEDIA DESIGN AND APPLICATION

**UCEAP Transcript Title**

DIG MEDIA DESGN/APP

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course explores the intersection of Digital Media, Design Thinking, and AI, guiding students to transform creative ideas into meaningful and impactful applications. It first builds a strong foundation in digital media ecosystems and business models, then dives into the core design thinking abilities of Noticing, Sensemaking, and Experimenting. Students learn to integrate AI tools into the design thinking process — for ideation, synthesis, and rapid prototyping (no coding required) — bringing ideas to life faster and smarter. This course emphasizes applying core design thinking abilities to real-world challenges in the digital media world. The course includes reflection journals, hands-on workshops, and a final project where students design, test, and pitch their own Digital Media Design and Application Project, demonstrating how design thinking and AI can shape new possibilities in digital media.

## Language(s) of Instruction

English

## Host Institution Course Number

COMM 3800

## Host Institution Course Title

DIGITAL MEDIA DESIGN AND APPLICATION

## Host Institution Course Details

[https://rgsntl.rgs.cuhk.edu.hk/aqs\\_prd\\_applx/Public/tt\\_dsp\\_crse\\_catalog.aspx](https://rgsntl.rgs.cuhk.edu.hk/aqs_prd_applx/Public/tt_dsp_crse_catalog.aspx)

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Journalism & Communication

## Course Last Reviewed

2025-2026

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