



Course Specification

— (Bachelor)

Course Title: Content Creation

Course Code MD 2019

Program: BA in English Language

Department: Department of English

College: College of Social Sciences

Institution: Umm Al-Qura University

Version: 2

Last Revision Date: 2023



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A. General information about the course:

1. Course Identification

1. Credit hours:					
3					
2. Course type					
A.	<input type="checkbox"/> University	<input type="checkbox"/> College	<input type="checkbox"/> Department	<input checked="" type="checkbox"/> Track	<input type="checkbox"/> Others
B.	<input checked="" type="checkbox"/> Required		<input type="checkbox"/> Elective		
3. Level/year at which this course is offered:					
Year 4, level 10.					
4. Course general Description:					
<p>This course is given by the Media department for the students of the English department/ English language and literature track. It offers students the conceptual and practical background on how to create engaging textual-visual content for different purposes. It will guide them through the fundamentals of the process, the techniques involved and the tips that can be utilized for editing and polishing their work. The course will closely examine the interrelationship between literature, media, marketing and visual culture. It will aid students in understanding how to make better use of their background in literary studies in the fields of media, online content, and ad campaigns. By the end of this course, students will be able to design engaging content by understanding the audience, utilizing the art of storytelling, employing suitable language, and analyzing the requirements of each platform and medium.</p>					
5. Pre-requirements for this course (if any):					
Introduction to Visual Culture					
6. Pre-requirements for this course (if any):					
None.					
7. Course Main Objective(s):					
<p>This course aims to offer students the conceptual and practical background needed to create engaging textual-visual content for different purposes.</p>					

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	3 per week	100%
2	E-learning	-	-
3	Hybrid <ul style="list-style-type: none"> ● Traditional classroom ● E-learning 	-	-



No	Mode of Instruction	Contact Hours	Percentage
4	Distance learning		10%

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	28 hours
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify): Exams	2 hours
Total		30 hours

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Critique the forms and modes of content creation, the terminology associated with the field, and its many applications.	K3	-Traditional lecturing -Class discussion -Online discussion. -Reading creative content -Creative writing	- Open-book quizzes - Midterms and Finals
1.2	Examine the social, cultural, political, economic and artistic factors that can affect content creation.	K3		
1.3	Evaluate the means of constructing and creating different forms of content.	K3		
2.0	Skills			
2.1	Use modern technologies to prepare creative content.	S3	-Traditional lecturing -Examining creative content -Creative workshops	-Open-book quizzes -Midterms and Finals
2.2	Apply the means of constructing and creating different forms of content.	S3		





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.3	Assess and evaluate the social, cultural, political, economic and artistic factors that can affect content creation.	S3	-Traditional lecturing -Examining creative content - Class discussion - Brainstorming	-Creative assignments -Class discussion
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate ethical behavior in all professional, personal and academic contexts.	V1	-Traditional lecturing -Class discussion	-Class discussion. -Projects
3.2	Work responsibly and autonomously when performing a task individually or within a team.	V2		Assignments

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction	3
2.	CHAPTER 1 The Rise of Visual Storytelling	3
3.	CHAPTER 2 Types, Tips, and Tactics of Visual Marketing	3
4.	CHAPTER 3 The Power of the Platform: Visual Storytelling on Social Networks	3
5.	CHAPTER 4 Developing a Visual Storytelling Road Map: From Strategy to Implementation	3
6.	Midterm or Quizzes	3
7.	CHAPTER 5 Real-Time Marketing in a Visual World	3
8.	Creative Workshop	3
9.	Creative Workshop	3
10.	Conclusion	3
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Midterms and/or Quizzes: -The exam should contain at least 10% subjective questions dedicated to measuring the students' ability to analyze and think critically. Students should be held responsible for ---- language mistakes. A "reasonable" percentage of the grade should be allocated to language and	6	30%





No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
	punctuation problems.		
2.	Assignments or Quizzes: - Teachers have a choice between implementing quizzes and exams such as open-book exams and reading quizzes or assignments. - Assignments can include annotations, short written responses or analytical essays. -Topics, guidelines and deadlines should be specified at the beginning of the course. Assignments should be marked for structure, punctuation, content and proper citation of sources. -A clear rubric should be followed.	9	10%
3.	Discussion in class and online: Students should be encouraged to speak up and express their opinion on a variety of topics and issues related to the course.	weekly	10%
4.	Final: The exam should contain at least 20% subjective questions dedicated to measuring the students' ability to analyze and think critically. Students should be held responsible for language mistakes. A "reasonable" percentage of the grade should be allocated to language and punctuation problems.	13	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Walter, Ekaterina and Jessica Gioglio. The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand. McGraw-Hill, 2014.
Supportive References	-Diane L. Borden , Creative Editing for Print Media (Wadsworth Series in Mass Communication & Journalism) 2nd Edition -Carrol, Brian. Writing and Editing for Digital Media. 3rd Edition. Routledge, 2017. -Anderson, Daniel. Storytelling: Maipulation of the Audience – How to Skrocket Your Personal Online Business Using the Power of Social Media Marketing. 2019. -Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. 3rd Edition. Focal Press, 2006.





	-Redish, Janice. Letting God of the Words: Writing Web Content that Works. 2nd Edition. Morgan Kaufman, 2012. -Felder, Lynda. Writing for the Web: Creating Compelling Web Content Using Words
Electronic Materials	
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms
Technology equipment (projector, smart board, software)	Data show and Projectors
Other equipment (depending on the nature of the specialty)	-----

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Survey (Indirect)
Effectiveness of Students assessment	Peer Reviewer	Sample of exam papers and Peer review form (Indirect)
Quality of learning resources	Students	Survey (Indirect)
The extent to which CLOs have been achieved	Course Instructor	Exams (Direct)
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	DEPARTMENT COUNCIL
REFERENCE NO.	424040414453 / 132022
DATE	2023 - 1445

