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UNIVERSITY DUBAI**  
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**Hong Kong Baptist University | Summer School | Course Outline  
Prepared by Faculty of Communication, Arts and Sciences**



**THEME: Year of Zayed 2018: “A Journey of Culture, Creativity, and Happiness”**

“The year will not only be about remembering all that Sheikh Zayed did to form the UAE of today, but it will also, like with the Year of Giving, be about instilling his values across the community.

- ➔ Promote values of tolerance, progression, environmentalism and leadership, as well as charity.

Summer Course at CUD Dubai: **Year of Zayed 2018 | A Journey of Culture, Creativity, and Happiness.**

**Course Description:** this course aims to introduce the Arabic & Islamic culture of the UAE, embodied by Sheikh Zayed. It covers cultural communication, presentation skills, creative thinking and production, with a main focus on tolerance through connecting minds and communicating ideas across cultures. This course has practical aspects as well as field visits.

Students are divided into 4 different groups producing one or more of the following creative assignments:

- product design and creation
- web and social media creation
- storytelling through video and still photos
- poster design and creation

**No. of Credit Units: 3 (39 contact hours)**

**Offering Faculty:** Faculty of Communication, Arts and Sciences

**Medium of Instruction:** English

**Date: Sunday, 10<sup>th</sup> June to Wednesday, 27<sup>th</sup> June 2018**

**Learning Outcomes\*:**

At the end of this course, students will be able to:

1. Describe the key characteristics and leadership values of UAE government and culture.
2. Identify the elements of effective visual communication.
3. Apply the fundamental principles of video and photojournalism.
4. Generate a strategy to convey creative ideas through multiple formats and across cultures.
5. Design and create impactful cross-cultural visual messages for specific audiences and across several media platforms.

**\*This course aligns with**

- **Multiculturalism and Society | GDAR1905/GDCV1905 at HKBU**

**Teaching methods:** This course uses team-teaching methods, lectures, focus-groups, teamwork, collaborative learning, brainstorming sessions, case-studies and multimedia advertising material. This course draws on both theoretical and practical methods of instruction, with a focus on class participation and interaction. Students are encouraged to produce communication messages cross-culturally.

**Assessment Tasks:** No Examination (100% continuous assessment). Group projects and presentations.

## Week 1 | Explore and Discover

	Morning Session		Lunch Break	Afternoon session	
	Oral   Visual Presentations by students	Topic	TBA	Field trip	Application
<b>Sunday</b>	Introduction game	<ul style="list-style-type: none"> <li>Welcome to CUD</li> <li>Ice-breakers/ Arabic Calligraphy Workshop</li> <li>Introduce the program</li> <li>Describe the final project (Promote Dubai in Hong Kong on different media platforms)</li> <li>Assign Group task (Due next day):               <ul style="list-style-type: none"> <li>Define the Problem</li> <li>Do Background Research</li> <li>Specify Requirements to solve the problem</li> </ul> </li> <li>Tour around CUD campus</li> </ul>		Visit to: Dubai Tourism Board	<ul style="list-style-type: none"> <li>Group Assignment (Due next day):               <ul style="list-style-type: none"> <li>Define the Problem.</li> <li>Do Background Research.</li> <li>Specify Requirements.</li> </ul> </li> </ul>
<b>Monday</b>	Presentation of the assignments	<ul style="list-style-type: none"> <li>Introduce “Happiness” &amp; “Creativity” concept in UAE government &amp; society.</li> <li>Introduce Business Culture and Etiquette Tips, Media Ethics and Cultural Diversity</li> <li>Guest speaker from DED (<i>Department of Economic Development</i>), Dubai International Airport.</li> <li>Group Assignment (Due today):               <ul style="list-style-type: none"> <li>Brainstorm Solutions.</li> <li>Choose the Best Solution</li> </ul> </li> </ul>		Visit to: Dubai Youth Hub. Possibly meet Minister of Happiness Minister of Creativity Minister of Youth	Group Assignment (Due today): <ul style="list-style-type: none"> <li>Brainstorm Solutions.</li> <li>Choose Best Solution</li> </ul>
<b>Tuesday</b>		<ul style="list-style-type: none"> <li>Public Speaking Skills (Dima)</li> <li>Psychology of Communication (Power of Word)</li> <li>Session on cameras and filming (studio)</li> <li>Introduce guidelines for group assignment</li> </ul>		Visit to: Burj Khalifa	Group Assignment (Due next day): Digital storytelling Studio training
<b>Wednesday</b>	Group Assignment: Present the story using 5 golden shots at Burj Khalifa, via mobile phones.	<ul style="list-style-type: none"> <li>Online Storytelling (Dima)</li> <li>Video journalism training</li> <li>Broadcasting</li> <li>Task: Produce best 60” Video Ad with Smart Phone</li> </ul>		Visit to: Media Channel, Al Aan TV (Media City).	Group Assignment (Due next day): Create mini reportage Editing

Thursday to Saturday is Eid: End of Ramadan celebration, public holiday) \* Day may vary.

<b>Sunday</b>	Mini reportage pitching	<ul style="list-style-type: none"> <li>• Creating killer Poster Designs</li> <li>• Advertising Copywriting (Dima)</li> <li>• Guest speaker/ Workshop</li> </ul>		Visit Sheikh Mohammed Centre for Cultural Understanding SMCCU.	Group Assignment (Due today): poster campaign
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<b>Monday</b>		WEEK END		Louvre Abu Dhabi (closed on Monday) Sheikh Zayed Mosque	
<b>Tuesday</b>		WEEK END		Visit to: Golden Souk, Al Bastakya Old Dubai, Museum, Al seef, Khor Dubai (reporting – pictures-videos)	

## Week 2 | Produce and Present

	Morning Session		Lunch Break	Afternoon session	
	Oral   Visual Presentations by students	Program		Field trip	Application
<b>Wednesday</b>	Progress Report: Conducted Visually and orally	Work in progress according to specific group projects		Visit to: Expo 2020 Site	
<b>Thursday</b>	Progress Report: Conducted Visually and orally	Work in progress according to specific group projects		Visit to IMG Worlds of Adventure	
<b>Sunday</b>	Progress Report: Conducted Visually and orally	Work in progress according to specific group projects		Visit to Royal Stables/ Meydan	
<b>Monday</b>	Progress Report: Conducted Visually and orally	Work in progress according to specific group projects		Visit to Camel Farm	
<b>Tuesday</b>	Final Presentation Rehearsal	Final Presentations (Final project submission with oral presentation)		Graduation Ceremony Mini Cultural day (amusing awards)	Final Presentation (Due today)
<b>Wednesday</b>		Ski Dubai (MOE)		Wild Wadi Waterpark	
<b>Thursday</b>				Free day	