UNIVERSITI TEKNOLOGI MARA

PCT266: INTERACTIVE MULTIMEDIA

Course Name (English)	INTERACTIVE MULTIMEDIA `APPROVED`
Course Code	PCT266

MQF Credit	3

Course Description	These subjects are based on inclined interest for student. This is one of the exploit processes of media with range of expertise had been learned in early learning stage. Students should provide a framework assignment by using various method and media whether for advertising, multimedia photo journalism or fine arts photography. Students should provide a complete and detailed report starting from concept and idea process, assignment research and implementation until completed

Transferable Skills	Students will able to create an Interactive Multimedia / Documentary / Video Clip / Short Movie / Commercial Advertisement / Visual Effect by using any editing software

Teaching Methodologies	Lectures, Demonstrations, Practical Classes, Tutorial, Presentation

CLO	CLO1 Apply the Theory and skills that they have learned previously into their task. CLO2 Construct idea for the final portfolio in accordance to industry requirements CLO3 Complete a task using the available technical literature, to pursue complex problems and design situation, to a creative end

Pre-Requisite Courses	No course recommendations

Reading List	**Recommended Text**	• Zakia, D. Richard 2005, *Perception and Imaging, Second Edition*, Focal Press. London • John Murphy & Micael Rowe 1988, *A History Of Graphic Design*, , Van Nostrand Reihold Company Inc New York • Allen Hurbur 1981, *The Design Concept*, Watson-Guptil Publications New York
	Reference Book Resources	• Ashley la Grange, *Basic Critical Theory for Photographers*, Focal Press. London
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	