



UNIVERSITI TEKNOLOGI MARA

EAD419: MULTIMEDIA DESIGN

Course Name (English)	MULTIMEDIA DESIGN APPROVED
Course Code	EAD419
MQF Credit	2
Course Description	This course will expose the student with understanding of multimedia design knowledge and the opportunity to practice and develop the skills necessary for planning and producing effective multimedia programs. You will become acquainted with planning strategies, production techniques, and software involved in computer multimedia production.
Transferable Skills	Reflective Learner Resourceful and Responsible Creative and Innovative Confident Independent and Critical Thinker
Teaching Methodologies	Lectures, Studio, Tutorial, Discussion, Presentation
CLO	CLO1 Explain the concepts and principles of multimedia design applications. CLO2 Share the visual elements in the existing multimedia design applications produced by multimedia industry. CLO3 Organize an effective multimedia application.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction of Multimedia 1.1) Definition of Multimedia 1.2) Elements of Multimedia	
2. Types of Multimedia 2.1) Instructional 2.2) Entertainment 2.3) Games 2.4) Administration 2.5) Virtual Reality 2.6) Augmented Reality	
3. Understanding of Computer 3.1) Multimedia Application Specifications	
4. Elements of Interface Design For Multimedia Application 4.1) Elements for different types of Multimedia Application	
5. Principles of Interface Design for Multimedia Application 5.1) Guidelines in designing effective interface	
6. Visual Research 6.1) Interface Design for different types of Multimedia Application	
7. Visual Research Project 7.1) Interface Design	
8. Visual Research Project 8.1) Interface Design -continue	
9. Design Process 9.1) Design process for different types of multimedia application	

10. Design Process 10.1) continue
11. Design Execution 11.1) Final Project Progress
12. Design Execution 12.1) Final Project Progress
13. Pre-review Design Execution 13.1) Pre-Assessment
14. Testing & Feedback 14.1) Final Assessment & Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Report Writing - the concepts and principles of multimedia design applications	30%	CLO1
	Assignment	Visual Research- on the visual elements in the existing multimedia design applications produced by multimedia industry.	30%	CLO2
	Individual Project	(Final Project) Design and develop multimedia application based on the instruction provided.	40%	CLO3

Reading List	Recommended Text	• Ze-Nian Li, Mark S. Drew, Jiangchuan Liu 2014, <i>Fundamentals of Multimedia</i> , Second Edition Ed., 20, Springer Science & Business Media [ISBN: 331905290X]
	Reference Book Resources	<ul style="list-style-type: none"> • Ranjan Parekh 2013, <i>Principles of Multimedia</i>, Second Edition Ed., 14, Tata McGraw-Hill Education [ISBN: 1259006506] • Richard E. Mayer 2014, <i>The Cambridge Handbook of Multimedia Learning</i>, Second Edition Ed., Cambridge University Press [ISBN: 9781107035201] • Dorian Peters 2013, <i>Interface Design for Learning</i>, Pearson Education [ISBN: 0321903048] • Everett N McKay 2013, <i>UI is Communication</i>, Newnes [ISBN: 0123972876] • Theresa Neil 2014, <i>Mobile Design Pattern Gallery</i>, "O'Reilly Media, Inc." [ISBN: 1449368611]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	