



## UNIVERSITI TEKNOLOGI MARA

### EPC521: WEB-ENABLED MULTIMEDIA E-LANGUAGE PRODUCTION

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| <b>Course Name (English)</b>  | WEB-ENABLED MULTIMEDIA E-LANGUAGE PRODUCTION <b>APPROVED</b>   |
| <b>Course Code</b>  | EPC521   |
| <b>MQF Credit</b>   | 4  |
| <b>Course Description</b>   | This course is designed to enable the students to develop, design and publish effective online web pages. Students will be exposed to a variety of knowledge and skills pertaining to building and constructing interactive multimedia websites. Hands-on experience in sequencing web pages, creating interactive hyperlinks, digitizing audio and video, manipulating graphics or images and applying other multimedia elements will also be provided in this course. Students' performance is measured using an on-going e-portfolio of a personal and professional website, and a final project that involves developing e-Language web pages for a real client. |
| <b>Transferable Skills</b>  | - Demonstrate the ability to dream, imagine and visualize (Creative and Innovative)<br>- Demonstrate analytical skills using technology (Tech-Savvy)<br>- Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving (Independent and Critical Thinker)   |
| <b>Teaching Methodologies</b>   | Blended Learning, Lab Work, Practical Classes, Web Based Learning, Problem Based Learning (PBL)  |
| <b>CLO</b>  | CLO1 write online media content clearly, accurately and concisely<br>CLO2 publish web and media content related to workplace tasks<br>CLO3 use various multimedia elements to produce interactive media pages with hyperlinks<br>CLO4 produce a professional interactive multimedia web-based portfolio<br>CLO5 produce instructional or informational media for clients integrating different web technologies  |
| <b>Pre-Requisite Courses</b>  | No course recommendations  |
| <b>Topics</b>   |  |
| <b>1. Working with Adobe Dreamweaver</b><br>1.1) Apply basic Hyper Text Markup Language & scripting using html tags<br>1.2) Set up and configure Site/Root folder to gain access privileges via login and password<br>1.3) Manage web site - view local site, remote site and file transfer (FTP)   |  |
| <b>2. Working with Adobe Dreamweaver (continue)</b><br>2.1) Organize sub-folders inside the Site/Root folder<br>2.2) Understand Dreamweaver Workspace - view code, design, code and design, menubar, toolbars, Insert, Properties, Site and so forth.<br>2.3) Define Site/Root folder - Local Info and Remote Info<br>2.4) Use Site properties - connect button, refresh, Upload, Download, Expand/Collapse<br>2.5) Manipulate Properties - background and text, font, size, color, indentation<br>2.6) Assign a title and saving the web file.<br>2.7) Create and work on your first webpage using Dreamweaver |  |
| <b>3. Working with Adobe Dreamweaver (continue)</b><br>3.1) Create and editing the index.htm file<br>3.2) Customize layouts (1024 x 600) and create tables and cells<br>3.3) Import multimedia element from the Web – logo, banner, advertisement<br>3.4) Create Header with Text – font, size, color<br>3.5) Organize navigation buttons and content area(s)<br>3.6) Insert images, a background image or plain color: Modify the Page Properties  |  |

**4. Working with SWISHmax application**

- 4.1) Create internal, external, and email links within local files and remote files using the Dreamweaver application
- 4.2) Work with SWISHmax application - Understanding scene, movie properties, timeline, outline, tool palette and other significant windows
- 4.3) Create a text element and manipulate its effects
- 4.4) Manipulate sprites, span duration and effects in SWISHmax timeline
- 4.5) Save a .swi file format and import the file into a .swf file
- 4.6) Import a Shockwave file (.swf) into Director

**5. Working with Adobe Photoshop CSS**

- 5.1) Use various techniques available in the Adobe Photoshop CS Classroom in the Book - Lessons 1 to 3.
- 5.2) Apply various tools in the Photoshop Toolbox - Marquee tools, Move tool, Lasso, Magic wand, Crop tool, Brush, Gradient, Zoom tool and more
- 5.3) Identify the function of various window palettes - color, navigator, history, layers

**6. Complete and upload the following web files:**

- 6.1) Index.htm
- 6.2) Photoshop Artwork and
- 6.3) e-Advertisement / e-Banner

**7. Complete and upload the following web files:**

- 7.1) Index.htm
- 7.2) Photoshop Artwork and
- 7.3) e-Advertisement / e-Banner

**8. Work with other features in Dreamweaver**

- 8.1) Insert anchors, insert media elements – flash, shockwave, applets
- 8.2) Use built-in rollover images for buttons or interactive effects
- 8.3) Apply hotspot tools
- 8.4) Produce an Information Page using Adobe Director to solicit a user's personal information.

**9. More work on Adobe Dreamweaver**

- 9.1) Apply frame function in Dreamweaver
- 9.2) Create a frameset
- 9.3) Save a frameset and all files in different frames
- 9.4) Work with 'Link Target' to specific frame(s)

**10. Development of MIP v.1 project**

- 10.1) Present progress development on MIP v.1 project
- 10.2) Discuss areas that need improvement or have been improved

**11. Working on completing MIP v1 group project**

- 11.1) Work to complete all assignments pertaining to the individual web-Portfolio. Upload all necessary web pages for summative evaluation
- 11.2) Show progress work on Director files pertaining to the final MIP v1 project. Project theme, storyboard, and flowcharts and other Director files are to be developed and presented for summative evaluation.

**12. Working on Web-Folio & MIP v1 group project**

- 12.1) Presentation of students' final MIP v.1 group projects

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| <b>Assessment Breakdown</b>             |  | <b>%</b>                          |                        |            |
| Continuous Assessment                   |  | 100.00%                           |                        |            |
| <b>Details of Continuous Assessment</b> | <b>Assessment Type</b>   | <b>Assessment Description</b>     | <b>% of Total Mark</b> | <b>CLO</b> |
|   | Assignment   | MIP V1                            | 45%                    | CLO3       |
|   | Individual Project   | Personal web-portfolio            | 45%                    | CLO3       |
|   | Presentation   | Oral Presentation & Participation | 10%                    | CLO4       |
| <b>Reading List</b>                     | This Course does not have any book resources   |                                   |                        |            |
| <b>Article/Paper List</b>               | This Course does not have any article/paper resources  |                                   |                        |            |
| <b>Other References</b>                 | <ul style="list-style-type: none"> <li>• DVD Othman Ismail &amp; Noraini Ahmad Basri 2014, <i>Multimedia Interactive Package: An MIP Production House DVD</i> , In-house DVD Production, APB.</li> <li>• book Adobe Creative Team 2010, <i>Adobe Photoshop CS3 Classroom in a Book</i> , Berkeley, CA: Adobe Press.</li> <li>• Website VineyardDesign.com 2014, <i>Adobe Dreamweaver CS3 Tutorial</i>, USA <a href="http://www.vineyarddesigns.com/resources/dreamweaver/index.shtml">http://www.vineyarddesigns.com/resources/dreamweaver/index.shtml</a></li> <li>• Website VineyardDesign.com 2014, <i>Adobe Photoshop CS3 Tutorial</i>, USA <a href="http://www.vineyarddesigns.com/tutorials/photoshop/index.shtml">http://www.vineyarddesigns.com/tutorials/photoshop/index.shtml</a></li> <li>• Website Dean Utian 2014, <i>DEAN'S DIRECTOR TUTORIALS AND RESOURCES</i>, USA <a href="http://www.deansdirectortutorials.com/">http://www.deansdirectortutorials.com/</a></li> </ul> |                                   |                        |            |