



UNIVERSITI TEKNOLOGI MARA

CIT500: DIGITAL DESIGN

<b>Course Name (English)</b>	DIGITAL DESIGN <b>APPROVED</b>
<b>Course Code</b>	CIT500
<b>MQF Credit</b>	3
<b>Course Description</b>	This course provides students with an overview of the interactive multimedia technology through working with various interactive multimedia tools. Students will be introduced to the design and production process of developing interactive multimedia applications. Topics in this course are designed to prepare students to be skilled and creative users of current multimedia technology. Multimedia concepts and skills, terminology, software, applications, evaluation techniques, and related social and ethical issues related to various tools concentrating on different aspects of the technology: text, graphics, audio, animation, and video.
<b>Transferable Skills</b>	Technical Skill Communication Skill Teamwork Skill
<b>Teaching Methodologies</b>	Lectures, Lab Work, Demonstrations, Discussion
<b>CLO</b>	CLO1 Analyze the concepts and elements required for multimedia titles production. CLO2 Build multimedia titles in different categories. CLO3 Demonstrate values, attitude and professionalism to produce interactive multimedia production with ethical considerations.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1.0 Understanding Multimedia</b> 1.1) 1.1 What is Multimedia 1.2) 1.2 Defining Multimedia 1.3) 1.3 From Old Media to New Media 1.4) 1.4 Characteristics of the New Media	
<b>2. 2.0 The Computer</b> 2.1) 2.1 The Digital Revolution 2.2) 2.2 Computer Hardware and Software 2.3) 2.3 The Human Interface 2.4) 2.4 Saving and Managing Digital Files 2.5) 2.5 Connecting Drives and Devices	
<b>3. 3.0 Project Planning and Evaluation</b> 3.1) 3.1 A Road Map 3.2) 3.2 Creativity 3.3) 3.2 Client and Producer 3.4) 3.3 The Design Process	
<b>4. 4.0 Visual Communication</b> 4.1) 4.1 Visual Communication 4.2) 4.2 Elements of Design 4.3) 4.3 The Principles of Design	

**5. 5. Multimedia Page Design**

- 5.1) 5.1 Organizing Content on a Page
- 5.2) 5.2 The Gutenberg Diagram
- 5.3) 5.3 Breaking Out of the Box
- 5.4) 5.4 Bringing Order to Chaos
- 5.5) 5.5 Page Templates
- 5.6) 5.6 Static and Dynamic Pages
- 5.7) 5.7 Fixed Layouts
- 5.8) 5.8 Fluid Layouts

**6. 6. User Interface Design**

- 6.1) 6.1 User Interfaces
- 6.2) 6.2 Designing User Interfaces
- 6.3) 6.3 Components and Features
- 6.4) 6.4 Forms
- 6.5) 6.5 Tailoring
- 6.6) 6.6 Usability
- 6.7) 6.7 Making Interfaces Accessible

**7. 7. Text**

- 7.1) 7.1 An Introduction to Typography
- 7.2) 7.2 Legibility and Readability
- 7.3) 7.3 Characteristics that Define Typefaces
- 7.4) 7.4 Categorizing Typefaces
- 7.5) 7.5 Computer and Typefaces
- 7.6) 7.6 Font Styles: True and Faux
- 7.7) 7.7 Character and Line Spacing
- 7.8) 7.8 Alignment, Justification, and Distribution
- 7.9) 7.9 Font Transformations

**8. 8. Graphics**

- 8.1) 8.1 Graphics and Images
- 8.2) 8.2 Digital Imaging
- 8.3) 8.3 Display Screen Standards
- 8.4) 8.4 Moving Images

**9. 9. Photography**

- 9.1) 9.1 Photography
- 9.2) 9.2 The Imaging Chain
- 9.3) 9.3 Exposure
- 9.4) 9.4 White Balance
- 9.5) 9.5 Focus
- 9.6) 9.6 Depth of Field
- 9.7) 9.7 Exposures Modes
- 9.8) 9.8 Image Stabilization
- 9.9) 9.9 Downloading Images

**10. 10. Audio Production**

- 10.1) 10.1 Sound and Audio
- 10.2) 10.2 What is Sound?
- 10.3) 10.3 Digital Audio Sampling
- 10.4) 10.4 Codecs and Container Formats
- 10.5) 10.5 Sound Recording
- 10.6) 10.6 Audio Connectors
- 10.7) 10.7 Audio Monitoring

**11. 11. Animation**

- 11.1) 11.1 Basic Principles
- 11.2) 11.2 Figurative Animation
- 11.3) 11.3 Design
- 11.4) 11.4 Sound Synchronization
- 11.5) 11.5 Technical

**12. 12. Packaging the multimedia production**

- 12.1) 12.1 Putting all the pieces together in one package
- 12.2) 12.2 Testing a package before launch

<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>
	Group Project	Design, Produce, and Packaging Multimedia Titles (Group)	60%	CLO3
	Individual Project	Developing Storyboard (Individual)	10%	CLO2
	Test	Lab test	30%	CLO1

<b>Reading List</b>	<b>Recommended Text</b>	• Costello, V. 2017, <i>Multimedia Foundations: Core Concepts for Digital Design</i> , 2nd Ed., Taylor & Francis New York
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<b>Article/Paper List</b>	This Course does not have any article/paper resources
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<b>Other References</b>	<ul style="list-style-type: none"> <li>• Book Alexander, B. 2017, <i>The New Digital Storytelling: Creating Narratives with New Media</i>, Praeger, CA</li> <li>• Book Chun, R. 2017, <i>Adobe Animate CC: Classroom in a Book</i>, Adobe Press, CA</li> <li>• Book Jackson, C., Ciolek, N. 2017, <i>Digital Design In Action: Creative Solution for Designers</i>, CRC Press, New York</li> <li>• Book Blazer, E. 2015, <i>Animated Storytelling: Simple Steps for Creating Animation and Motion Graphics</i>, Peachpit Press, CA</li> </ul>
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