



UNIVERSITI TEKNOLOGI MARA

CIT531: MULTIMEDIA AND INTERACTIVE DESIGN

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| Course Name (English) | MULTIMEDIA AND INTERACTIVE DESIGN APPROVED |
| Course Code | CIT531 |
| MQF Credit | 3 |
| Course Description | 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. |
| Transferable Skills | able to create animation |
| Teaching Methodologies | Lectures, Lab Work, Demonstrations, Presentation |
| CLO | <p>CLO1 1. Distinguished the concepts and elements required for multimedia production titles. (C4) (LO2, LO5)</p> <p>CLO2 2. Sketch, develop, and produce multimedia titles in different categories. (P4) (LO2, LO5)</p> <p>CLO3 3. Identify skills and knowledge to produce interactive multimedia production with ethical considerations. (P1) (LO6)</p> <p>CLO4 4. Study and work on multimedia projects individually and in groups. (A3) (LO5)</p> |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| <p>1. 1. Introduction to multimedia</p> <p>1.1) 1.1 Defining and understanding multimedia</p> <p>1.2) 1.2 Components of Multimedia</p> <p>1.3) 1.3 The history and development of multimedia</p> <p>1.4) 1.4 Uses of Multimedia</p> | |
| <p>2. 2. Introduction to Multimedia production</p> <p>2.1) 2.1 Multimedia Applications</p> <p>2.2) 2.2 Multimedia on the Internet</p> <p>2.3) 2.3 Emerging Technologies</p> <p>2.4) 2.4 Multimedia Systems, Standards and Tools</p> | |
| <p>3. 3.0 Multimedia Skills</p> <p>3.1) 3.1 Defining multimedia skills</p> <p>3.2) 3.2 Criteria of a successful multimedia developer</p> <p>3.3) 3.2 Ethical considerations of multimedia developers</p> | |
| <p>4. 4.0 Basic storytelling techniques</p> <p>4.1) 4.1 Basic understanding of storytelling</p> <p>4.2) 4.2 Planning a story</p> <p>4.3) 4.3 Captioning and titling</p> <p>4.4) 4.4 Text in Multimedia Application</p> | |
| <p>5. 5. Text application in multimedia</p> <p>5.1) 5.1 Types of text</p> <p>5.2) 5.2 Font Appearance</p> <p>5.3) 5.3 Insertion of Text</p> <p>5.4) 5.4 Text Compression</p> | |

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| 6. 6. Image and Multimedia 6.1) 6.1 Types of image 6.2) 6.2 Basic steps in for image processing 6.3) 6.3 Specifications of digital Images 6.4) 6.4 Image processing softwares |
| 7. 7. Graphics in Multimedia 7.1) 7.1 Uses of graphics 7.2) 7.2 Components of Graphics systems 7.3) 7.3 Advantages of Graphics 7.4) 7.4 Graphics Transformation |
| 8. 8.Audio and multimedia 8.1) 8.1 Nature of sound 8.2) 8.2 Characteristics of sound 8.3) 8.3 Elements of Audio systems |
| 9. 9.Audio and Multimedia 9.1) 9.1 Audio Transmissions 9.2) 9.2 Audio processing |
| 10. 10.Video storytelling techniques 10.1) 10.1 Characteristics of good video; definitions 10.2) 10.2 Effective online video. 10.3) 10.3 Video and video editing software 10.4) 10.4 Importing video to a computer |
| 11. 11.Animation 11.1) 11.1 Uses of Animation 11.2) `11.2 Types of animation |
| 12. 12. Animation Techniques and application 12.1) 12.1 Special effects 12.2) 12.2 Animation software |
| 13. 13. Packaging the multimedia production 13.1) 13.1 Putting all the pieces together in one package 13.2) 13.2 Testing a package before launch |
| 14. 14. Designing and Multimedia Development 14.1) 14.1 The process of designing 14.2) 14.2 The process of Multimedia Development |

| Assessment Breakdown | % |
|-----------------------|--------|
| Continuous Assessment | 70.00% |
| Final Assessment | 30.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|----------------------------------|-----------------|------------------------|-----------------|---------------------------|
| | Assignment | Individual Assignment | 20% | CLO1 , CLO2 , CLO3 , CLO4 |
| | Group Project | Group Assignment | 30% | CLO1 , CLO2 , CLO3 , CLO4 |
| | Test | Test 1 | 20% | CLO1 , CLO2 , CLO3 , CLO4 |

| Reading List | Recommended Text | <ul style="list-style-type: none"> Shuman, J. E. 2001, <i>Multimedia Concepts: Illustrated Introductor</i>, Boston, MA: Course Technology |
|--------------------|---|--|
| | Reference Book Resources | <ul style="list-style-type: none"> Katherine Ulrich 2004, <i>Macromedia Flash for Windows & Macintosh</i>, Macromedia Press Tay Vaughan 2004, <i>Multimedia: Making it Work, Seventh Edition</i>, Mc Graw Hill Tannenbaum, R. 1998, <i>Theoretical foundations of Multimedia</i>, New York: W. H. Freeman and Company. (ISBN:) Elin, L. 2001, <i>Designing and Developing Multimedia</i> , Allyn & Bacon John Villamil-Cassanova and Louis Molina 1997, <i>Multimedia: Production, Planning and Deliver</i>, Macmillan Phill Gross 2000, <i>Macromedia Director 8 and Lingo</i>, Macromedia Press Harold Hedelman, Eric Oesterle and David Tame 1997, <i>Designing Interactive Media</i>, Addison- Wesley Elaine England and Andy Finney 1999, <i>Managing Multimedia: Project Management for</i> , 2 Ed., Addison-Wesley Jose Lozano 1997, <i>Multimedia: Sound and Video</i>, Que Education and Training |
| Article/Paper List | This Course does not have any article/paper resources | |
| Other References | This Course does not have any other resources | |