



**UNIVERSITI TEKNOLOGI MARA**

**GDG462: ELECTRONIC MEDIA AND APPLICATION**

<b>Course Name (English)</b>	ELECTRONIC MEDIA AND APPLICATION <b>APPROVED</b>
<b>Course Code</b>	GDG462
<b>MQF Credit</b>	3
<b>Course Description</b>	Evolving media technology are increasingly sophisticated, digital cinema, simulation, virtual reality, video and interactive environment are the technology, which enable student to have more experience in the future development. These courses provide student with both sets of skill to meet the knowledge of they use the media in dynamic ways. Understanding of hardware & software in the way to develop the creative application make the digital electronic technology are the key. The result is an integrated view of electronic media is from idea to function and from advance digital features to content delivery is achievable.
<b>Transferable Skills</b>	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. Demonstrate analytical skills using technology.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Tutorial, Discussion, Presentation, Workshop
<b>CLO</b>	CLO1 Discover the social impact of human science & technology in graphic design when designing an impact communication application. CLO2 Construct the content of application related to current multimedia issues. CLO3 Propose the electronic media application that runs on multiple platform.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction of Human Science &amp; Technology</b> 1.1) 1. Basic concept & Historical Context	
<b>2. Introduction of Human Science &amp; Technology</b> 2.1) 2. Social Impact (advantages & disadvantages)	
<b>3. Type of Application &amp; Platform</b> 3.1) 1. Generic Application 3.2) 2. Research Application 3.3) 3. Education Application 3.4) 4. Assistive Application	
<b>4. Type of Application &amp; Platform</b> 4.1) 5. Management Application 4.2) 6. Human Service & IT Application 4.3) 7. Platforms	
<b>5. Presentation and submission</b> 5.1) Assignment 1	
<b>6. Software &amp; Hardware Influences on Development</b> 6.1) 1. Hardware Function 6.2) 2. Software Function	
<b>7. Software &amp; Hardware Influences on Development</b> 7.1) 1. Hardware Function 7.2) 2. Software Function	
<b>8. Software &amp; Hardware Influences on Development</b> 8.1) 1. Hardware Function 8.2) 2. Software Function	

<b>9. Presentation</b> 9.1) Presentation and continuous assessment
<b>10. Designing, Developing &amp; Implementing</b> 10.1) 1. Basic Concept 10.2) 2. The Application Design
<b>11. Designing, Developing &amp; Implementing</b> 11.1) 3. Development Process 11.2) 4. Tools, Techniques & Skills
<b>12. Designing, Developing &amp; Implementing</b> 12.1) 5. Development Issues
<b>13. Presentation and submission</b> 13.1) Assignment 2
<b>14. Networking, Telecommunications, Internet Influences and Platform</b> 14.1) 1. Network 14.2) 2. Type of Platform
<b>15. Maintaining, Supporting &amp; Evaluating</b> 15.1) 1. Guideline for success. 15.2) 2. Reviewing performance.
<b>16. Presentation</b> 16.1) Presentation on final project

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Expose the students to research on the existing interactive application design. Exploring on how electronic application can function as a medium of communication.	30%	CLO1
	Assignment	Student are required to create better concept & idea according to the research finding. Student need to plan and strategise the contents of electronic application to suit business opportunity and society.	30%	CLO2
	Assignment	Student are required to design a new electronic media application for any type of platforms. The design will incorporate with new invention and innovation in current and future technology. Student will prepare, present and demonstrate the artwork as to fulfil the final project requirement.	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Jason Tselentis 2012, <i>The Graphic Designer's Electronic-Media Manual</i>, PageOne Publishing Pte Ltd [ISBN: 97898143946]</li> <li>• Peter B. Orlik 2008, <i>Electronic Media Criticism</i>, Taylor &amp; Francis [ISBN: 0203888553]</li> <li>• Randall K. Scott 1998, <i>Human Resource Management in the Electronic Media</i>, Praeger Pub Text [ISBN: 9781567200256]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Margot Lovejoy 1990, <i>Postmodern currents</i>, U M I ©1990 [ISBN: 0835719049]</li> <li>• Joshua Meyrowitz 1985, <i>No Sense of Place</i>, New York : Oxford University Press [ISBN: 0195034740]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	