UNIVERSITI TEKNOLOGI MARA
GDM615: MULTIMEDIA DESIGN RESEARCH

Course Name (English)	MULTIMEDIA DESIGN RESEARCH APPROVED
Course Code	GDM615

MQF Credit	3

Course Description	no description provided

Transferable Skills	visual psychology multimedia programming visual designing research writing

Teaching Methodologies	Lectures, Blended Learning, Studio, Case Study, Presentation, Computer Aided Learning, Journal/Article Critique, Supervision

CLO	CLO1 Understand technical skills and creativity in art direction CLO2 Categorize types of research in multimedia CLO3 To elaborate issues in Multimedia CLO4 To apply knowledge on multimedia issues CLO5 To share new knowledge and findings

Pre-Requisite Courses	No course recommendations

Topics

1. Overview of the multimedia project
1.1) Types of multimedia applications

2. Research on topic and context
2.1) Understanding research area

3. Reason of background study of problem in the interface
3.1) Identify problem or issues related to the research topic

4. Construct the problem with proper research indication
4.1) Identify research objectives

5. What is the best medium on contructing creative interface
5.1) Selecting suitable software and hardware

6. Interface design development
6.1) Analyzing the user's need

7. Review 1
7.1) Research and development

8. Revision of research topic
8.1) Amendment of review

9. Construct any possible idea of execution and approach
9.1) Developing mechanism of the application

10. Entrepreneurial Competencies
10.1) Meeting the needs of current market

11. Review 2
11.1) Expected final outcome 1

12. Expected Final Outcome 2
12.1) Testing prototype 2

13. Result and Evaluation
13.1) Analyzing feedback

14. Final Assessment
14.1) Final Prototype presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Essay on multimedia	20%	CLO1
	Assignment	Multimedia issues	20%	CLO2
	Assignment	My perspective on future issues	20%	CLO3
	Assignment	Reserch on possibilites of alternatives in multimedia design issues	20%	CLO4
	Assignment	Critique session on Individual research	20%	CLO5

Reading List	Reference Book Resources	• Deb, Sagarmay 2012, *Advanced Topics in Multimedia Research*
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	