UNIVERSITI TEKNOLOGI MARA

GDT213: INTERACTIVE DESIGN

Course Name (English)	INTERACTIVE DESIGN `APPROVED`
Course Code	GDT213

MQF Credit	4

Course Description	The content of this course provides an overview of major theories of interactive design and cultural practices, user experiences related to constitute today's interactive multimedia industry. The major part of the course will make them analyze the development of multimedia content and their applications. In this unit, students will learn from the preparation storyboard and development of creative multimedia content. Therefore, students will be able to obtain the necessary knowledge and practical skills.

Transferable Skills	The student will be able to define the theory of basic interface design and users' experiences, principles. Students able to explain the mechanism of the interface design, user experiences ideology, and concept. Students can demonstrate and analyze the content for multimedia development, such as website, multimedia interactive through student practical skills.

Teaching Methodologies	Lectures, Lab Work, Tutorial, Presentation

CLO	CLO1	Apply the fundamental knowledge of basic interface design and user experiences through ideation and storyboard.
	CLO2	Practice skills using the software or application authoring techniques in developing the content for an interactive multimedia project guided by lecturer.
	CLO3	Display the content of the interactive multimedia project suitable for user interface and user experience.

Pre-Requisite Courses	No course recommendations

Topics
1. INTRODUCTION TO DIGITAL MEDIA 1.1) What is Digital Media? 1.2) Digital Media in Multimedia Production 1.3) Audio Recording Industry 1.4) Multimedia & Web Design 1.5) Video Casting, Animation & Gaming 1.6) Communication - Handphone
2. INTRODUCTION TO MULTIMEDIA 2.1) What is multimedia? 2.2) Functions of multimedia. 2.3) Multimedia as an interactive medium. 2.4) MSC (Multimedia Super Corridor) & our local contents
3. STORY BOARD 3.1) What is a multimedia / interactive storyboard? 3.2) Interactive navigation flow 3.3) Visuals and texts (content story) 3.4) Audio/video

4. INTERACTIVE DESIGN & PRODUCTION PROCESS
4.1) Idea
4.2) Target consumer, time and budget
4.3) Authoring structure (flowchart) and story board
4.4) Preparation of design, concept and art work
4.5) Media Interactions and authoring
4.6) Product tested
4.7) Other consideration
4.8)
4.9) Differentiate between interface (Website, Interactive Kiosk, Application, Game Design & Courseware)

5. WRITING AND EDITING OF CONTENT STORY
5.1) Sources of the contents
5.2) Writing and editing the content story
5.3) Content flows; intro, main and ending
5.4) Contents structure and sub contents

6. THE BASIC PRINCIPLES OF WEBSITE / INTERACTIVE DESIGN
6.1) Interface design elements:
6.2) Top Panel
6.3) Navigation Pane I
6.4) Background
6.5) Buttons / arrow
6.6) Pictures & Graphics
6.7) Typhography & texts
6.8) Colour scheme
6.9) Hypertext
6.10) Logo
6.11) Title
6.12) Animated gif
6.13) Audio
6.14) Video

7. INTERFACE DESIGN AND PAGE SETUP
7.1) Preparing files using design software eg: Photoshop, Illustrators, or others (as an interface design tool).
7.2) Artwork and size
7.3) File format
7.4) Colours selection

8. PREPARING INTEGRATION MEDIA, EDITING & FILES FORMAT
8.1) Audio files (music/voice over/sound effect)
8.2) Video files
8.3) Animation files

9. AUTHORING STRUCTURE
9.1) Montage
9.2) Homepage / main page
9.3) Story pages
9.4) Navigation structure/links
9.5) Levels
9.6) Sub-story

10. AUTHORING & INTEGRATION PROCESS
10.1) Introduction and using authoring software for content development, eg;
10.2) Macromedia Director, or
10.3) Macromedia Dreamweaver, or
10.4) Macromedia Flash,
10.5) Or Others

11. AUTHORING & INTEGRATION PROCESS ON PROGRESS
11.1) Content development, eg;
11.2) Macromedia Director, or
11.3) Macromedia Dreamweaver, or
11.4) Macromedia Flash,
11.5) Others

12. AUTHORING & INTEGRATION PROCESS ON PROGRESS
12.1) Content development, eg;
12.2) Macromedia Director, or
12.3) Macromedia Dreamweaver, or
12.4) Macromedia Flash,
12.5) Others

13. PROJECT TESTING
13.1) Error detection
13.2) Navigation
13.3) User Experience
13.4) Interactivity
13.5) Usaibility
13.6) Functionality

14. FINAL PROJECT ASSESSMENT
14.1) Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are assigned to produce a paper prototype.The process of the project must include: a) Research b) Design and Planning of Idea/ Concept Interface c) Storyboard	15%	CLO1
	Final Project	Students are assigned to produce an interactive multimedia project (CD/DVD - ROM Based). Students can choose the relevant interface design for an interactive multimedia project. This project must be consists of a design process such as i. Research ii. Design and Planning of Idea/ Concept iii. Prototype (visual) – Adobe Illustrator/ Adobe Photoshop iv. Production (Authoring Media) v. Testing and Project Presentation	40%	CLO3
	Individual Project	Students are assigned to produce an interactive paper. The process of the project must include the design interface. This assignment must contain at least 4 interface designs or more that are suitable for the idea. Each panel must interact with the user. Students are required to print the design interface based on the idea/concept from a paper prototype.	45%	CLO2

Reading List	This Course does not have any book resources
Article/Paper List	**Reference Article/Paper Resources**
	Lee, William W 2004, , Multimedia-based instructional design : computer-based training, web-based training, distance broadcast training, performance-based solutions.
	Villalobos, Ray 2008, Exploring multimedia for designers : a designer-driven introduction to the essential concepts and technologies of multimedia
	Ivers, Karen S 2006, Multimedia projects in education : designing, producing, and assessing.
	Clark, Ruth Colvin 2008, E-Learning and the science of instruction : proven guidelines for consumers and designers of multimedia learning
	Dabner, David 2006, First steps in digital design : use your computer to create great litterheads and logos, inviations and cards, brochures and flyers, web sites and multimedia.
	Koumi,Jack 2006, Designing video and multimedia for open and flexible learning.
	Robin Landa 2005, Graphic Design Solutions 2nd Edition, Onward Press, Canada
	Tay Vaughan 2006, Multimedia : Making It Work, McGraw Hill, New York
Other References	This Course does not have any other resources