



UNIVERSITI TEKNOLOGI MARA

GDT260: INTERACTIVE MULTIMEDIA DESIGN

Course Name (English)	INTERACTIVE MULTIMEDIA DESIGN APPROVED
Course Code	GDT260
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 design industry. The major part of the course will make them analyze the development of multimedia content and its applications. In this course, students will learn from the preparation of ideation, storyboard, and development of creative multimedia content. Therefore, students will be able to obtain the necessary knowledge and practical skills.
Transferable Skills	Multimedia User interface Communication Storyboard Design Interface Layout Design Usability Programming Language Interactivity Content Development
Teaching Methodologies	Lectures, Lab Work, Studio, Demonstrations, Tutorial
CLO	CLO1 Apply the fundamental knowledge of basic interface design and user experiences through ideation and storyboard CLO2 Show the skills of using software and application authoring techniques in developing the content for an interactive multimedia project CLO3 Demonstrate the content and navigation of the interactive multimedia project for usability test purposes
Pre-Requisite Courses	No course recommendations
Topics	
1. INTRODUCTION TO MULTIMEDIA 1.1) + What is digital media? 1.2) + What is multimedia? 1.3) + Hypermedia and hypertext 1.4) + Linear and interactive multimedia 1.5) + Non linear interactive multimedia 1.6) + Benefit of multimedia 1.7) + Communication 1.8) + Multimedia Super Corridor(MsC) 1.9) +Recording Industry Association of Malaysia (RIM)	
2. TYPE of MULTIMEDIA 2.1) + Instructional 2.2) + Entertainment 2.3) + Gaming 2.4) + Administration 2.5) + Virtual Reality (VR) 2.6) + Augmented Reality (AR) 2.7) + Video and video casting 2.8) + Animation (2D and 3D animation) 2.9) + Interactive Kiosk 2.10) + Courseware	

<p>2.11) + Application 2.12) + Website</p>
<p>3. THE ESSENTIAL COMPONENT MEDIA 3.1) + Graphics and images 3.2) + Text and typography 3.3) + Audio 3.4) + Video 3.5) + Motion graphic 3.6) + Software for multimedia 3.7) + File format (video, audio, and image) 3.8) + Display screen 3.9) + Visual Hierarchy</p>
<p>4. INTERACTIVE DESIGN & PRODUCTION PROCESS 4.1) + Idea 4.2) + Target consumer, time, and budget 4.3) + Authoring structure (flowchart) and storyboard 4.4) + Preparation of design, concept, and artwork 4.5) + Media Interactions and authoring 4.6) + Product tested</p>
<p>5. STORYBOARD 5.1) + What is a user interface? 5.2) + What is a user experience? 5.3) + What is a multimedia/ interactive storyboard? 5.4) + Type of storyboard 5.5) + Storyboard information 5.6) + Storyboard steps 5.7) + Creating user flow diagrams 5.8) + Visuals and texts (content story) 5.9) + Type of visual content</p>
<p>6. WRITING AND EDITING OF CONTENT STORY 6.1) + Elements of interface design for the multimedia project 6.2) + Interface design principles 6.3) + Sources of the contents 6.4) + Writing and editing the content story 6.5) + Content flows; intro, main, and ending 6.6) + Sources of the contents 6.7) + Writing and editing the content story 6.8) + Content flows; intro, main, and ending</p>
<p>7. INTERFACE DESIGN AND PAGE SETUP 7.1) Preparing files using design software 7.2) eg: Photoshop, Illustrators, or others (as an interface design tool). 7.3) + Artwork and size 7.4) + File format 7.5) + Colours selection 7.6) + Concept selection 7.7) + Navigation</p>
<p>8. INTERFACE DESIGN 8.1) + Preparing the interface design according to user interface and user experience using the software selected</p>
<p>9. INTERFACE DESIGN EXECUTION 9.1) + User interface testing</p>
<p>10. PREPARING INTEGRATION MEDIA 10.1) + What is Human-Computer Interaction? 10.2) + Goals of Human-Computer Interaction 10.3) + What is Interaction Design? 10.4) + Functionality 10.5) + Consistency 10.6) + Responsive 10.7) + Usability Testing</p>
<p>11. AUTHORING STRUCTURE 11.1) + Montage / Splash page 11.2) + Home page/main page - Story pages 11.3) + Navigation structure/ links 11.4) + Levels 11.5) + Sub-story</p>
<p>12. AUTHORING & INTEGRATION PROCESS 12.1) Authoring software for content development using the software selected</p>
<p>13. DESIGN EXECUTION 13.1) Final review of student's projects, including functionality and usability testing on the selected platform</p>

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	30%	CLO1
	Assignment	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.	30%	CLO2
	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

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Jennifer Coleman Dowling 2012, <i>Multimedia DeMYSTiFieD Hard Stuff make easy</i>, NA Ed., Chapter 1 -12, Mc Graw Hill United States [ISBN: 9780071770644] • Eric Reiss 2012, <i>Usable Usability Sample Steps for Making Stuff Better</i>, NA Ed., Chapter 1 -11, John Wiley & Sons, Inc., Indianapolis, Indiana Canada [ISBN: 9781118185476] • Open University Malaysia 2009, <i>Multimedia Application Development</i>, 2nd Edition Ed., Chapter 1-12, Pearson Prentice Hall Open University Malaysia [ISBN: 9673163151] • Yvonne Rogers, Helen Sharp and Jenny Preece 2011, <i>Interaction Design beyond human-computer interaction</i>, Third Edition Ed., Chapter 1 -15, John Wiley and Sons, Ltd New Delhi, India [ISBN: 9780470665763] 	<ul style="list-style-type: none"> • Nigel Chapman and Jenny Chapman 2009, <i>Digital Multimedia</i>, Third Edition Ed., Chapter 1 - 16, John Wiley and Sons, Ltd New York, United States [ISBN: 9780470512166] • Stephen McGloughlin 2001, <i>Multimedia : Concepts and Practice and Student CD</i>, NA Ed., Chapter 1-7, Prentice Hall Upper Saddle River, New Jersey [ISBN: 9780130575067] • R.Villalobos 2008, <i>Exploring Multimedia for Designers</i>, New edition Ed., Chapter 1 -8, Delmar Cengage Learning Boston, MA, United States [ISBN: 9781418001032]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	