



UNIVERSITI TEKNOLOGI MARA

GDT301: INTERACTIVE DESIGN

Course Name (English)	INTERACTIVE DESIGN APPROVED
Course Code	GDT301
MQF Credit	4
Course Description	The content of this course provide an overview of major theories of interactive design and cultural practices, users' experiences which constitute today's interactive multimedia industry. A major part of the course will make them analyze the development of multimedia contents and their applications. In this unit, students will be exposed to the preparation and development of creative multimedia contents. Students will be able to obtain necessary knowledge and practical skills.
Transferable Skills	web design
Teaching Methodologies	Lectures, Lab Work
CLO	CLO1 Define the theory of basic interface design and users experiences principles. CLO2 Explain the mechanics of the interface design and the user experiences ideology and concept. CLO3 Prepare and organize the content for multimedia development such as website, multimedia interactive
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. THE BASIC PRINCIPLES OF WEB SITE / INTERACTIVE DESIGN 3.1) Interface design elements: 3.2) Top Panel 3.3) Navigation Panel 3.4) Background 3.5) Buttons / arrow 3.6) Pictures & Graphics 3.7) Typhography & texts 3.8) Colour scheme 3.9) Hypertext 3.10) Logo 3.11) Title 3.12) Animated gif 3.13) Audio 3.14) Video	

<p>4. INTERACTIVE DESIGN & PRODUCTION PROCESS</p> <p>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 considerations</p>
<p>5. PREPARING INTEGRATION MEDIA, EDITING & FILES FORMAT</p> <p>5.1) Audio files (music/voice over/sound effect) 5.2) Video files 5.3) Animation files</p>
<p>6. INTERFACE DESIGN AND PAGE SETUP</p> <p>6.1) Preparing files using design softwares eg: Photoshop, Illustrators, or others (as an interface design tool). 6.2) Art work and size 6.3) File format 6.4) Colours selection</p>
<p>7. STORY BOARD</p> <p>7.1) What is multimedia/interactive storyboard? 7.2) Interactive navigation flows 7.3) Visuals and texts (content story) 7.4) Audio/video</p>
<p>8. WRITING AND EDITING OF CONTENT STORY</p> <p>8.1) Sources of the contents 8.2) Writing and editing the content story 8.3) Content flows; intro, main and ending 8.4) Contents structure and sub-contents</p>
<p>9. AUTHORIZING STRUCTURE</p> <p>9.1) Montage 9.2) Home page/main page 9.3) Story pages 9.4) Navigation structure/links 9.5) Levels 9.6) Sub-story</p>
<p>10. AUTHORIZING & INTEGRATION PROCESS</p> <p>10.1) Introduction and using authoring software for content development:- 10.2) Macromedia Director, or</p>
<p>11. AUTHORIZING & INTEGRATION PROCESS</p> <p>11.1) Introduction and using authoring software for content development:- 11.2) Macromedia Dreamweaver</p>
<p>12. AUTHORIZING & INTEGRATION PROCESS</p> <p>12.1) Introduction and using authoring software for content development:- 12.2) Macromedia Flash, or 12.3) Others</p>
<p>13. PROJECT TESTING</p> <p>13.1) Final review of student's projects, including testing on severals platform and ready for duplication.</p>
<p>14. Final Project Assessment or Evaluation</p> <p>14.1) Project presentation and assessment.</p>

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 2: Redesign website	20%	CLO1 , CLO2 , CLO3
	Assignment	Assignment 1: Content Management	20%	CLO1 , CLO2

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Lee, William W 2004, <i>Multimedia-based instructional design : computer-based training, web-based training, distance broadcast training, performance-based solutions.</i> • Villalobos, Ray 2008, , <i>Exploring multimedia for designers : a designer-driven introduction to the essential concepts and technologies of multimedia.</i> • Ivers, Karen S 2006, , <i>Multimedia projects in education : designing, producing, and assessing.</i> • Clark, Ruth Colvin 2008, <i>E-Learning and the science of instruction : proven guidelines for consumers and designers of multimedia learning</i> • Clark, Ruth Colvin 2008, <i>E-Learning and the science of instruction : proven guidelines for consumers and designers of multimedia learning</i> • Dabner, David 2006, <i>First steps in digital design : use your computer to create great litterheads and logos, inviatiions and cards, brochures and flyers, web sites and multimedia.</i>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	