# UNIVERSITI TEKNOLOGI MARA

**AAR415: DIGITAL COMMUNICATIONS**

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| **Course Name (English)** | DIGITAL COMMUNICATIONS `APPROVED` |
| **Course Code** | AAR415 |

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| **MQF Credit** | 2 |

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| **Course Description** | Describe the components, categories of computer and its usage. Discuss the technology of the Internet and World Wide Web. Define the categories of softwares and its applications. Introduction to the development of digital application associated with the design application and communication skills. Introduction to some common graphic and architectural types of softwares, their applications, limitations, tools and basic functions. |

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| **Transferable Skills** | Effective Communicator<br>Creative and Innovative |

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| **Teaching Methodologies** | Lectures, Blended Learning, Lab Work, Tutorial |

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| **CLO** | CLO1  Describe the theories and techniques of digital communication software.<br>CLO2  Manipulate the ability to use computer software tools and technics for visual presentation. |

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| **Pre-Requisite Courses** | No course recommendations |

| **Topics** |
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| **1. Introduction to digital communication, hardware and software.**<br>1.1) Introduction to the digital communication evolution, theoretical computation concept, application of design tools, industrial and technological capabilities. System components. System Software and application software. |
| **2. Definition of computer hardware**<br>2.1) N/A |
| **3. Definition of computer software.**<br>3.1) N/A |
| **4. Laboratory**<br>4.1) i) Basic Ms Office (Word, Excel, Powerpoint, & Publisher) depending on competency of student.<br>4.2) ii) Basic drawing competency, computational artwork, graphic conversion and printing techniques using software such as Adobe Photoshop, Piranesi.<br>4.3) iii) Preparation of graphic representation using software such as Adobe Photoshop, Composition in Illustrator, Indesign.<br>4.4) iv) Introduction to basic modelling & rendering techniques using software such as Sketchup, Artlantis, Karkythea. |

| Assessment Breakdown | % |
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| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
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| | Assignment | Assessment on student's understanding in techniques of digital communication software. | 20% | CLO1 |
| | Assignment | Assessment on student's ability to produce digital presentation using specific software. | 30% | CLO2 |
| | Assignment | Assessment on student's ability to produce digital presentation using specific software. | 50% | CLO2 |

| Reading List | Recommended Text | • **Misty Vermaat 2013**, *Discovering Computers 2014*, **Cengage Learning [ISBN: 1285161769]** |
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| | Reference Book Resources | • **Cranford Teague,J 2003**, *Photoshop 7 at your fingertips : Get in,get o*, **Ed., , San Francisco, Sybex [ISBN: ]** |
| | | • **M.J Riley & V.S.Bagad 2009**, *Management Information Systems, Technical Pub*, **Ed., , [ISBN: ]** |
| | | • **Brie Gyncild**, *Adobe Photoshop CS6 Classroom in a Book* **[ISBN: 0321827333]** |
| **Article/Paper List** | This Course does not have any article/paper resources | |
| **Other References** | This Course does not have any other resources | |