



UNIVERSITI TEKNOLOGI MARA

ADE413: INTERACTIVE MULTIMEDIA DESIGN

Course Name (English)	INTERACTIVE MULTIMEDIA DESIGN APPROVED
Course Code	ADE413
MQF Credit	3
Course Description	This course will expose the student with understanding of multimedia design knowledge and the opportunity to practice and develop the skills necessary for planning and producing effective and interactive multimedia programs. You will become acquainted with planning strategies, production techniques, and software involved in computer multimedia production.
Transferable Skills	Reflective Learner, Resourceful and Responsible, Creative and Innovative, Confident, Independent and Critical Thinker
Teaching Methodologies	Lectures, Studio, Case Study, Practical Classes, Tutorial, Discussion, Presentation, Project-based Learning
CLO	CLO1 Explain the concepts and principles of multimedia design applications. CLO2 Share the visual elements in the existing multimedia design applications produced by multimedia industry. CLO3 Organize an effective multimedia application.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction of Multimedia 1.1) Definition of Multimedia 1.2) Elements of Multimedia	
2. Types of Multimedia 2.1) Instructional 2.2) Entertainment 2.3) Games 2.4) Administration 2.5) Virtual Reality 2.6) Augmented Reality	
3. Understanding of Computer 3.1) Multimedia Application Specifications	
4. Elements of Interface Design For Multimedia Application 4.1) Elements for different types of Multimedia Application	
5. Principles of Interface Design for Multimedia Application 5.1) Guidelines in designing effective interface	
6. Visual Research 6.1) Interface Design for different types of Multimedia Application	
7. Visual Research Project 7.1) Interface Design	
8. Visual Research Project 8.1) Interface Design -continue	
9. Design Process 9.1) Design process for multimedia application	

10. Design Process 10.1) Design Processes 10.2) Rough Sketches 10.3) Semi Comprehensive 10.4) Final Comprehensive
11. Design Execution 11.1) Design and Development Progress
12. Design Execution 12.1) Design and Development Progress
13. Pre-review Design Execution 13.1) Pre-Assessment
14. Testing & Feedback 14.1) Final Assessment & Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Case study - Contrasting the analyses of visual elements in the existing multimedia design applications.	30%	CLO2
	Final Project	Individual project on the case study in constructing of an effective and interactive multimedia application based on the suitable design approaches as practiced in multimedia production.	40%	CLO3
	Written Report	Report Writing - Research on the fundamental of concepts and principles of multimedia design applications practiced by multimedia industries.	30%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • Ranjan Parekh 2013, <i>Principles of Multimedia</i>, Tata McGraw-Hill Education [ISBN: 1259006506] • Dorian Peters 2014, <i>Interface Design for Learning</i>, Pearson Education [ISBN: 0321903048] • Everett N McKay 2013, <i>UI is Communication</i>, Newnes [ISBN: 0123972876] • Richard E. Mayer 2014, <i>The Cambridge Handbook of Multimedia Learning</i>, Cambridge University Press [ISBN: 9781107035201]
	Reference Book Resources	<ul style="list-style-type: none"> • Theresa Neil 2014, <i>Mobile Design Pattern Gallery</i>, "O'Reilly Media, Inc." [ISBN: 1449368611]

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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