



UNIVERSITI TEKNOLOGI MARA

CSC730: MULTIMEDIA DESIGN AND DEVELOPMENT

Course Name (English)	MULTIMEDIA DESIGN AND DEVELOPMENT APPROVED
Course Code	CSC730
MQF Credit	3
Course Description	This course introduces students to design and development of multimedia title. Hardware for development of multimedia product and for the playback is also discussed. This course also discusses about multimedia distribution and Delivery .
Teaching Methodologies	Lectures, Discussion, Presentation
CLO	CLO1 Characterize the important facts for multimedia design consideration CLO2 Interpret the data into information through an information structure CLO3 Design a multimedia/ hypermedia application CLO4 Evaluate a multimedia/ hypermedia application for its design consideration
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction: Uses of Multimedia Application 1.1) Brief Introduction to Multimedia 1.2) Applications of Multimedia 1.3) Understanding the multimedia elements	
2. Multimedia Development Process: Planning, Design, Development, Testing 2.1) What is Hypermedia/ Multimedia Engineering? 2.2) Responsibilities of the developer 2.3) Process models 2.4) Process Lifecycle	
3. Planning: Multimedia Development Task, Development Team 3.1) Requirement Analysis 3.2) Multimedia development team	
4. Design: HCI, Information Design and Content Design 4.1) Designing quality product and process 4.2) Achieving quality product 4.3) Achieving quality process 4.4) Design process 4.5) Designing information structure, systems flow and the storyboard	
5. Development: Choosing an Authoring Package, Understanding Media 5.1) Selecting the process model 5.2) Choosing the authoring package 5.3) Media preparation	
6. Testing: Alpha and Beta Testing 6.1) Choosing the testing approach 6.2) Usability testing 6.3) Functionality testing 6.4) Design testing	
7. Distribution and Delivery 7.1) Delivery platforms 7.2) Delivery medium	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	• Assignments 1 15% (Group)	15%	CLO1
	Assignment	• Assignments 1 15% (Group)	15%	CLO2
	Group Project	1 Mini Project 30% (Group) • Report 20% • Presentation 10%	30%	CLO3 , CLO4
	Test	test 1	20%	CLO1 , CLO2
	Test	test 2	20%	CLO3 , CLO4

Reading List	Recommended Text	<ul style="list-style-type: none"> • Ze-Nian Li, Mark S. Drew, Jiangchuan Liu 2014, <i>Fundamentals of Multimedia</i>, Springer [ISBN: 3319052896]
	Reference Book Resources	<ul style="list-style-type: none"> • Dale Cruse, Lee Jordan 2011, <i>HTML5 Multimedia Development Cookbook</i>, Packt Publishing Ltd [ISBN: 9781849691048] • Yik Yang 2014, <i>LabVIEW Graphical Programming Cookbook</i>, Packt Publishing Ltd [ISBN: 1-78217-141-X] • Vic Costello 2012, <i>Multimedia Foundations</i>, Taylor & Francis [ISBN: 0240813944] • Nigel Chapman, Jenny Chapman 2009, <i>Digital Multimedia</i>, Wiley [ISBN: 0470512164] • T. M. Savage, Karla E. Vogel 2013, <i>An Introduction to Digital Multimedia</i>, Jones & Bartlett Publishers [ISBN: 144968839X]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	