



UNIVERSITI TEKNOLOGI MARA

CTS203: INTRODUCTION TO MULTIMEDIA

Course Name (English)	INTRODUCTION TO MULTIMEDIA APPROVED
Course Code	CTS203
MQF Credit	2
Course Description	The course introduces students to the fundamentals of multimedia. Students explore and build literacy in the new media by exposing themselves to the concepts, tools, and techniques of multimedia design. This course addresses fundamental digital media concepts and processes, providing students with basic literacy and skills in digital media formats, production and distribution methods – including website creation and digital media publication. It also explores the cultural consequences of digital media production, providing students with an understanding of issues concerning interactivity, virtuality and media convergence.
Transferable Skills	Communication Skill, Life-long Learning and Information Management
Teaching Methodologies	Lectures, Blended Learning, Tutorial, Workshop
CLO	CLO1 Discuss the conceptual idea and theory of digital and multimedia production environments. CLO2 Adopt practical overview of digital media production processes. CLO3 Practise the cultural effects of digital media production processes.
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing 1.1) The objectives & requirements	
2. Introduction to Multimedia 2.1) Interactive Design	
3. The History of Media and Visual Images 3.1) The history art of visual images and media	
4. The Internet Media 4.1) The new media concept and approaches.	
5. Analogue to Digital Media 5.1) The conventional media vs. new digital media	
6. Digital Images 6.1) Picture size, pixel and resolution.	
7. DTV, Digital Cinema and iTV 7.1) New platform on digital media. What can be explored?	
8. The Mobile Screen 8.1) Smartphones and phone applications.	
9. The Digital Media Distribution 9.1) New media agency 9.2) Bloggers 9.3) Facebook and Instagram marketing	
10. Linear and Interactive Media 10.1) Types of Interactive Media 10.2) Programming interactive media	

11. Digital Audio Media 11.1) Audio Mixing 11.2) Audio Encoding
12. Games and Ludology 12.1) The study of games and gaming, especially video games.
13. 3D Rendering 13.1) Graphics & Animation Outputting
14. Class Projects Submission 14.1) Final discussion and conclusion on Introduction to Multimedia

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Ongoing Assessment	30%	CLO1 , CLO2 , CLO3
	Assignment	Digital Poster Design	30%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Douglas Eyman 2015, <i>Digital Rhetoric: Theory, Method, Practice (Digital Humanities)</i>, University of Michigan USA • Sonja Schenk & Ben Long 2014, <i>The Digital Filmmaking Handbook, 5th Edition</i>, Cengage Learning USA • Lisa Caprelli & Brian Gaps 2014, <i>Color Your Message: The Art of Digital Marketing & Social Media</i>, Go Glossy USA • Marie-Laure Ryan, Lori Emerson & Benjamin J. Robertson 2014, <i>The Johns Hopkins Guide to Digital Media</i>, John Hopkins University Press USA • W Russell Neuman 2010, <i>Media, Technology, and Society: Theories of Media Evolution (Digital Culture Books)</i>, University of Michigan Press USA

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