UNIVERSITI TEKNOLOGI MARA
EPC681: WEB-ENABLED MULTIMEDIA E-LANGUAGE PRODUCTION

Course Name (English)	WEB-ENABLED MULTIMEDIA E-LANGUAGE PRODUCTION APPROVED
Course Code	EPC681

MQF Credit	4

Course Description	This course is designed to enable the students to develop, design and publish effective online web pages. Students will be exposed to a variety of knowledge and skills pertaining to building and constructing interactive multimedia websites. Hands-on experience in sequencing web pages, creating interactive hyperlinks, digitizing audio and video, manipulating graphics or images and applying other multimedia elements will also be provided in this course. Students' performance is measured using an on-going e-portfolio of a personal and professional website, and a final project that involves developing e-Language web pages for a real client.

Transferable Skills	Demonstrate analytical skills using technology (Tech-Savvy)

Teaching Methodologies	Lectures, Lab Work, Web Based Learning, Problem Based Learning (PBL)

CLO		
	CLO1	write online media content clearly, accurately and concisely
	CLO2	publish web and media content related to workplace tasks
	CLO3	use various multimedia elements to produce interactive media pages with hyperlinks
	CLO4	reproduce a professional interactive multimedia web-based portfolio
	CLO5	reproduce instructional or informational media for clients integrating different web technologies

Pre-Requisite Courses	No course recommendations

Topics

1. Overview of the course Syllabus; course expectations and MIP v.1 exp
1.1) Understanding Hyper Text Markup Language & scripting using html tags
1.2) Introduction to Macromedia/Adobe Dreamweaver Application
1.3) Webpage authoring tool; HTML editor, Web application
1.4) Setting up Site/Root Folder
1.5) Configuration – setup server host, & access privileges via login and password
1.6) Web site Management - view local site, remote site and manage file transfer

2. Concept Paper Presentation – Proposed MIP v.1 from all Groups
2.1) Present MIP project planned from "Concept Paper" last semester
2.2) Discussion and suggestion
2.3) Creating and editing the index.htm file
2.4) Customizing layouts (1024 x 600) and create tables and cells Importing multimedia element from the Web – logo, banner, advertisement
2.5) Creating Header with Text – font, size, color
2.6) Organizing navigation buttons and content area(s)
2.7) Inserting images
2.8) Inserting rules
2.9) Include a background image or plain color: Modify à Page Properties
2.10) Gathering of multimedia elements from all resources such as the Internet, scanned materials, digitized still images and digital video camera, animations, emoticons, background patterns, buttons, rulers, headers, logos, and so forth.
2.11) Progress assignment 1 on Personal Web-Portfolio: Index page is to be uploaded to the server for summative evaluation (Due week 3).

3. Concept Paper Presentation – Proposed MIP v.1 (continue...)
3.1) Present MIP project planned from "Concept Paper" last semester
3.2) Discussion and suggestion
3.3) Creating and editing the index.htm file
3.4) Customizing layouts (1024 x 600) and create tables and cells
3.5) Importing multimedia element from the Web – logo, banner, advertisement
3.6) Creating Header with Text – font, size, color
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3.11) Gathering of multimedia elements from all resources such as the Internet, scanned materials, digitized still images and digital video camera, animations, emoticons, background patterns, buttons, rulers, headers, logos, and so forth.
3.12) Progress assignment 1 on Personal Web-Portfolio: Index page is to be uploaded to the server for summative evaluation (Due week 3).

4. Creating two or three other web pages to link to the index.htm file
4.1) Internal links; • External links; • E-mail link
4.2) Introducing and working with SWISHmax:
4.3) Understanding scene, movie properties, timeline, outline, tool palette and other significant windows.
4.4) Create a text element within a SWISHmax program? Creating text and manipulating its effects
4.5) Incorporate a small audio file in SWISHmax
4.6) Save a .swi file format
4.7) Import a flash file (.swf) into Dreamweaver

5. Introducing, reviewing and working with Adobe Photoshop application.
5.1) Working with 'Adobe Photoshop CS Classroom in the Book' - Lessons 1 to 3:
5.2) Apply various tools in the toolbox. - Marquee tool, move tool, lasso, magic wand
5.3) Work with clone and brush tools on touchup techniques
5.4) Work with masking technique

6. Progress Assignment 2&3: Personal web-Portfolio:
6.1) Index.htm, Photoshop Artwork and e-Advertisement/e-Banner. Files are to be completed and uploaded into the individual website for summative evaluation (Due week 7)

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7.1) Index.htm, Photoshop Artwork and e-Advertisement/e-Banner. Files are to be completed and uploaded into the individual website for summative evaluation (Due week 7)

8. Introduction to an ADOBE Director Application: – e-Banner development
8.1) What is Multimedia?
8.2) What are multimedia elements, formats, types, tools?
8.3) Working with Director - Understanding stage, cast, score, properties inspector, control panel, tool palette windows.
8.4) How to import or copy media elements from other resources into Director? Drag and drop elements onto a stage,
8.5) Understanding a sprite, frames, fps, end frames.
8.6) How to animate an element on a stage? Scale effect, blend mode, rotate, skew, drag & drop from a point.
8.7) Working with Lingo scripting to create test items

9. Working with other features in Director (continue…)
9.1) Exploring Hide and Show swf files using Lingo commands
9.2) Working with feedback and reinforcement functions using Lingo scripting
9.3) Continue working with the ADOBE Director Application - To work on the following:
9.4) Working with Lingo Scripting in Director
9.5) How to write a script to create a pause/STOP? How to write a script onto a button or an image for a navigation purpose.
9.6) How to create Navigation buttons using markers in Director? What is the purpose of markers? How to create, move, delete and label markers?
9.7) How to jump or branch to a specific marker?
9.8) SCRIPTING :
9.9) go to the frame go to frame 2 go to frame 'MarkerName'
9.10) How to apply various built-in functions and behaviors in Director Library Palette?
9.11) How to apply rollover member function in Director Library Palette?
9.12) Working and creating more web pages for:
9.13) Personal web-Resume
9.14) Photoshop Artwork Gallery with tutorials for the web
9.15) Concept Paper based on ISD model
9.16) Other related web pages

10. Continue working with the ADOBE Director Application
10.1) Producing an Information Page in Director to solicit a user's personal information.
10.2) Students are guided on how to produce a Director movie to solicit a user's personal information. A user's first name, last name and id are solicited or required before the user is allowed to view the rest of the multimedia project. The purpose of acquiring this information can be of many reasons - identification, greetings, acknowledgment and so forth.
10.3) Students are exposed to more lingo commands in director. They are exposed to the use of 'Global' command and variable, the use of 'Fields' to gather user's input and the use of various buttons to display and erase the input received.

11. Progress Assignment 4: Personal web-Portfolio: Independent Work
11.1) Work to complete all assignments pertaining to your personal web_Portfolio. Upload all necessary webpages for summative evaluation (Due week 12).

12. Progress Assignment 5: MIP v.1: Independent Work
12.1) Progress work on Director files pertaining to your final group project - MIP v1. Project theme, storyboard, and flowcharts and other Director files are to be developed and presented for summative evaluation.

13. MIP v.1 Progress Report - Present development on MIP v.1 project
13.1) Discuss areas that need improvement or have been improved.
13.2) Working with other features in Dreamweaver (continue…)
13.3) Exploring frame function in Dreamweaver
13.4) Creating a frameset
13.5) Saving a frameset and all files in different frames
13.6) Understanding 'Link Target' to specific frame(s)

14. Final Assessment on Personal web-Portfolio & Final Project:
14.1) Submission of all web pages created, designed and developed for final summative evaluation. Due Week 14 (last week of Class)
14.2) Final Assessment on the MIP v.1 Project (45%):
14.3) Group Oral Presentation on MIP v.1. Each group is given 15 to 20 minutes only.

Assessment Breakdown	%
Continuous Assessment	55.00%
Final Assessment	45.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Attendance	Weekly class participation, discussion & attendance	10%	
	Portfolio/Log Book	Web-portfolio	45%	CLO1 , CLO2 , CLO3 , CLO4

Reading List	Recommended Text	• Ismail, O., Basri, N. A. 2013, *Multimedia Interactive Package: An MIP Produc*, In-house DVD Production, APB Shah Alam
	Reference Book Resources	• Goodman, D. 2007, *Dynamic HTML: The Definitive Reference (3rd e*, OReily Media, Inc
		• Adobe Creative Team. 2004, *Adobe Photoshop CS Classroom in a Book*, Peachpit Press
		• Weil K. & Weinman, L. 2002, *Macromedia Flash MX Hands-On-Training. Book a*, Peachpit Press
		• Shartis, T. 2000, *The language of ICT: Information and communic*, Routledge
		• Towers, J. T. 2002, *Macromedia Dreamweaver MX for Windows and Mac*, Peachpit Press
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	