UNIVERSITI TEKNOLOGI MARA

PMA600: NEW MEDIA PRODUCTION

Course Name (English)	NEW MEDIA PRODUCTION `APPROVED`
Course Code	PMA600

MQF Credit	3

Course Description	This course provides an introduction to basic web design and how to use web design application to build attractive and accessible websites. Learn how to plan Web site, create and edit content, add interactivity and publish the site using web design application tools. Start with the user interface and proceed step-by-step to more advanced topics like creating animations, using cascading style sheets and online forms. At the conclusion of this course students will understand how to use the tools in web design application to build and publish Web sites. Students will develop skills used in creating a personal or business web page. Working on a team or individually, students will, using a hands-on approach, plan, design, and create Web pages for an Intranet or World Wide Web site.

Transferable Skills	Design, Problem Solving

Teaching Methodologies	Lectures, Studio, Tutorial, Presentation

CLO	CLO1 Identify user-friendly navigation system. CLO2 Organize the development process to project completion. CLO3 Explain the projects in terms of functionality, aesthetics, design and content of the web design.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to E-Book Design 1.1) Introduction to the topic and syllabus 1.2) Project overview 1.3) How does the E-Book work?
2. Evaluating Websites and pages 2.1) Serving up your information 2.2) Setting up the InDesign file 2.3) Setting up a file with layers
3. Plan and design the E-Book and pages. 3.1) Creating a flowchart 3.2) Illustrating the structure 3.3) Content organization 3.4) Navigation links of E-Book
4. Working with images and Selecting the stock imagery 4.1) Fitting frames to content 4.2) Adding a SWF slideshow 4.3) Adding animation 4.4) Creating a slideshow with transitions and hyperlinks
5. Image Processing 5.1) GIF files 5.2) JPG files 5.3) Practicing with 'Print Screen' 5.4) GIF is the image format of choice for pictures that are animated, have few colors, or need to be transparent. 5.5) JPG is the image format of choice for photographic images used on the web.

6. Incorporating and formatting text to the E-Book
6.1) Creating content:
6.2) Work with text elements
6.3) Format text
6.4) Create and format tables

7. Adding design elements to your pages
7.1) Adding Design Elements:
7.2) Using Themes
7.3) Adding and Modifying Graphic Elements
7.4) Linking text and page items
7.5) Developing photo and vector styles in Photoshop and Illustrator

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Individual project on new media design production.	60%	CLO2
	Presentation	Presentation from project to emphasize on communication skills development.	20%	CLO3
	Quiz	Formative quizzes (20%) to collect performance on the concept and principles of design.	20%	CLO1

Reading List	Recommended Text	Kelly Kordes Anton,Tina DeJarld 2017, *Adobe Indesign CC Classroom in a Book (2018 Release)*, Pearson Professional [ISBN: 9780134852508] Olav Martin Kvern,David Blatner,Bob Bringhurst 2014, *Real World Adobe InDesign CC*, Pearson Education [ISBN: 9780321930712] Steve Johnson 2013, *Adobe InDesign CC on Demand*, Pearson Education [ISBN: 0789751631] Diane Burns,Sandee Cohen 2014, *Digital Publishing with Adobe Indesign CC*, Pearson Education [ISBN: 0133930165] Sandee Cohen, *Creating Animations in Adobe Indesign One Step at a Time* [ISBN: 9780134176116]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	