



UNIVERSITI TEKNOLOGI MARA

COM269: MULTIPLATFORM INTERACTIVE DESIGN

Course Name (English)	MULTIPLATFORM INTERACTIVE DESIGN APPROVED
Course Code	COM269
MQF Credit	4
Course Description	This course is primarily to introduce and prepare students with the knowledge and skills in identifying and applying the technologies that is appropriate to multimedia applications. They will also learn the process of preparing multimedia presentations through combining the elements of graphics, sound and animation. The distribution channels of multimedia are also part of this course
Transferable Skills	1) Interface Multimedia Design 2) Cloud Software 3) Multimedia Project Planning
Teaching Methodologies	Web Based Learning, Simulation Activity, Project-based Learning
CLO	CLO1 Construct interactive multimedia project related to communication and media industry CLO2 Display practical skills in interactive multimedia design project related to communication and media industry CLO3 Determine multiplatform interactive design elements based on specific criteria in communication and media industry CLO4 Display entrepreneurial mind related to multiplatform interactive design project
Pre-Requisite Courses	No course recommendations
Topics	
1. WHAT IS MULTIMEDIA 1.1) Definition 1.2) Multimedia in Business 1.3) Multimedia in Schools 1.4) Multimedia in Home 1.5) Multimedia in Public Places 1.6) Virtual Reality 1.7) Delivering Multimedia 1.8) CD-ROM, DVD, Flash Drives	
2. MAKING MULTIMEDIA 2.1) The Stage of the Projects 2.2) Creativity 2.3) Organisation 2.4) Communication 2.5) Multimedia Skill 2.6) Hardware 2.7) Software	
3. PLANNING AND COSTING 3.1) Analysis 3.2) Pretesting 3.3) Prototype Development 3.4) Alpha Development 3.5) Beta Development 3.6) Delivering 3.7) Scheduling 3.8) Estimating 3.9) Request for proposal (RFP) and Bid Proposals	

- 3.10) The cover and package
- 3.11) Table of Content
- 3.12) Needs Analysis and Description
- 3.13) Target Audience
- 3.14) Creative Strategy
- 3.15) Project Implementation
- 3.16) Budget

4. TEXT

- 4.1) About Fonts and Faces
- 4.2) Serif vs Sans Serif
- 4.3) Designing with Text
- 4.4) Choosing Text Fonts
- 4.5) Animating Text
- 4.6) Symbols and Icons
- 4.7) The ASCII Character Set

5. IMAGES

- 5.1) Making Still Images
- 5.2) Bitmaps
- 5.3) Bitmap Sources
- 5.4) Vector Drawing
- 5.5) 3-D Drawing and Rendering
- 5.6) Color
- 5.7) Image File Format

6. SOUND

- 6.1) The Power of Sound
- 6.2) Digital Audio
- 6.3) Editing Digital Recordings
- 6.4) Making MIDI Audio
- 6.5) MIDI versus Digital Audio
- 6.6) Choosing Between MIDI and Digital Audio
- 6.7) Audio File Formats
- 6.8) Audio CDs

7. ANIMATION

- 7.1) Animation by Computer
- 7.2) Animation Techniques
- 7.3) Computer Animation

8. DELIVERING

- 8.1) Testing
- 8.2) Compact Disc (CD) Technology
- 8.3) Compact Disc Standard
- 8.4) Digital Versatile Disc (DVD)
- 8.5) Blu-ray

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Display practical skills in interactive multimedia design project	40%	CLO2
	Individual Project	Develop multimedia project	30%	CLO1
	Test	Online Test	20%	CLO3
	Written Report	Proposal	10%	CLO4

Reading List	Recommended Text	Tay Vaughn 2014, <i>Multimedia: Making it Work</i> , 9th Ed., Mc Graw Hill Education New York [ISBN: 9780071832885]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	