



UNIVERSITI TEKNOLOGI MARA

VCM772: INTERACTIVE MULTIMEDIA AND DIGITAL VIDEO FOR WEB CASTING

Course Name (English)	INTERACTIVE MULTIMEDIA AND DIGITAL VIDEO FOR WEB CASTING APPROVED
Course Code	VCM772
MQF Credit	3
Course Description	This is a comprehensive program involving selected medium of design application and fabrication toward webcasting
Transferable Skills	1. Conceptualize the processes and procedures for making digital products. 2. Integrating the results of the production of creative work using the latest Information Communication Technology. 3. Advocate new application of the digital medium to fulfill expected problem needs.
Teaching Methodologies	Lectures, Blended Learning, Studio, Demonstrations, Field Trip, Tutorial, Presentation, Workshop, Computer Aided Learning, Role Play
CLO	CLO1 Explain the processes and procedures for making digital products. CLO2 Adapt the results of the production of creative work with the latest digital media. CLO3 Compare the application of the digital media for different problem needs.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Information Communication Technology (ICT) in Contemporary Digital 1.1) 1.1 The Digital Era 1.2) 1.2 Contemporary Issues in Digital Era	
2. 2. Motion Graphics & Digital Special Effects 2.1) 2.1 Understanding of Special Effects 2.2) 2.2 Understanding of 3D Graphic Animation 2.3) 2.3 Montage creations and CGI 2.4) 2.4 Chroma-key techniques 2.5) 2.5 Titling	
3. 3. Screenplay designs 3.1) 3.1 Content Synopsis 3.2) 3.2 Scriptwriting and Storytelling 3.3) 3.3 Storyboard and Shoot board	
4. 4. Digital Video Production 4.1) 4.1 Intro to Digital Video Production 4.2) 4.2 Types of shot 4.3) 4.3 Shooting techniques 4.4) 4.4 Controlling video quality	
5. 5. Presentation on Issues in specific discipline 5.1) Discussion and presentation on topic covered	
6. 6. Presentation on Issues in specific discipline 6.1) Continue on issue discussed	
7. 7. Lightings for Digital Video Production 7.1) Basic Lightings Technique	
8. 8. Post Production 8.1) Digital Video Editing 8.2) Digital Video Manipulations	
9. 9. Papers submission - Issues in specific discipline 9.1) Evaluating written assignment	

10. 10. Audio and Sound Recording, Editing and Manipulation 10.1) Studio and field recording techniques 10.2) Sound editing and manipulation 10.3) Mixing and sound dubbing
11. 11. MIDI Sound and music composition 11.1) Understanding MIDI and digital sound system 11.2) Sound capture, editing and manipulation software Music composition software
12. 12. Business Opportunity and Law 12.1) Opportunities and Potentials 12.2) Ethics and Copyright
13. 13. Week 13 Final Presentation Studio work 13.1) n/a
14. 14. Week 14 Final Presentation Studio work 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	To write a report on various area of web casting (video, audio and multimedia)	30%	CLO1
	Final Project	Delivery a video project and transmitted the video through web casting or online internet connection.	40%	CLO2
	Presentation	Presentation of project	30%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Barret 2004, <i>Criticizing Photographs – An Introduction to Understanding Images.</i>, 1st edition Ed., Mayfield Publishing Company • Bohdan O. Szuprowicz, <i>Webcasting and Push Technology Strategies: Effective Communications for Intranets and Extranets</i>, 1st edition Ed., http://ctrcorp.com [ISBN: 13: 978-15660] • Steve Mack and Dan Rayburn 2005, <i>Hands-On Guide to Webcasting: Internet Event and AV Production</i>, 1st edition Ed., Focal Press England [ISBN: 10: 024080754] • Sam Key, <i>Webcasting Success in a Day:Beginners Guide to Fast, Easy and Efficient Learning of Webcasting (Webcasting, Online Marketing, Podcasting, Webinar, Vlogging, ... YouTube, Podcast Success, Webcasting Guide) [Kindle Edition]</i>2nd edition Ed. [ISBN: B00W6N7KU2] • Kip Gleeson, <i>How to Vlog: An Essential Guide to Vlogging (Video Blogging) [Kindle Edition]</i>, Amazon Digital South Asia Services, Inc. [ISBN: B00VJIS3FQ] • Damien Stolarz 2004, <i>Mastering Internet Video: A Guide to Streaming and On-Demand Video: A Guide to Streaming and On-Demand Video</i> 1 edition (August 14, 2004) Ed., Addison-Wesley [ISBN: 13: 978-03211] • Jan Lee ozer 2013, <i>Producing Streaming Video for Multiple Screen Delivery</i>, 1 st edition Ed., Doceo Publishing [ISBN: 10: 097625954]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources