



## UNIVERSITI TEKNOLOGI MARA

### GDM646: MULTIMEDIA DESIGN EXECUTION

<b>Course Name (English)</b>	MULTIMEDIA DESIGN EXECUTION <b>APPROVED</b>
<b>Course Code</b>	GDM646
<b>MQF Credit</b>	5
<b>Course Description</b>	As an advanced level of Graphic Communication studies, this course introduce in depth understanding of Multimedia design and production and also creative approaches in professional graphic design practice and design management skills. Most marketers are seeking more than just a one time exchange or transaction with consumer. The focus of market-driven assignment / project is importance on developing and sustaining relationships between company and consumer
<b>Transferable Skills</b>	Reflective Learner Resourceful and Responsible Effective Communicator Creative and Innovative Tech Savvy Independent and Critical Thinker Expert in the Field
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Studio, Case Study, Web Based Learning, Problem Based Learning (PBL), Discussion, Presentation, Self-directed Learning
<b>CLO</b>	CLO1 Analyse a dynamic multimedia design process and to build a guideline as a method of creative problem solving CLO2 Construct design decision-making at an appropriate interval in a dynamic design management process. CLO3 Demonstrate a professional and well-planned design profile that meets industry demands. CLO4 Display multimedia design skills in a dynamic design management process.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Studio Study 1: Self-directed work/ relational investigation</b> 1.1) Solutions for hardware and software aspects	
<b>2. Studio Study 1: Self-directed work/ relational investigation</b> 2.1) Developing creative content	
<b>3. Studio Study 2: Self-directed work/ ideation</b> 3.1) Review 1	
<b>4. Studio Study 2: Self-directed work/ ideation</b> 4.1) Correction and improvement of creative content	
<b>5. Studio Study 2: Self-directed work/ ideation</b> 5.1) working on functionality	
<b>6. Studio Study 2: Self-directed work/ ideation</b> 6.1) working on usability	
<b>7. Studio Study 3: Self-directed work/ prototype testing</b> 7.1) Review 2	
<b>8. Studio Study 3: Self-directed work/ prototype testing</b> 8.1) correction and improvement of pototype	
<b>9. Studio Study 3: Self-directed work/ prototype testing</b> 9.1) Finalizing Application	

<b>10. Studio Study 3: Self-directed work/ prototype testing</b> 10.1) Finalizing Application
<b>11. Studio Study 4: Self-directed work/ experiment /presentation</b> 11.1) Testing for feedback
<b>12. Studio Study 4: Self-directed work/ experiment /presentation</b> 12.1) Review 3
<b>13. Studio Study 4: Self-directed work/ experiment /presentation</b> 13.1) Correction and improvement of final prototype
<b>14. Studio Study 4: Self-directed work/ experiment /presentation</b> 14.1) Correction and improvement of final prototype
<b>15. Studio Study 4: Self-directed work/ experiment /presentation</b> 15.1) Final Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Review 1 - DEVELOPMENT & REFINEMENT	10%	CLO1
	Assignment	Review 2 - PRODUCTION & DELIVERY	15%	CLO2
	Assignment	Review 3 - PROJECT COMPLETION	15%	CLO3
	Final Project	INTERNAL AND EXTERNAL FINAL ASSESSMENT	60%	CLO4

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Steve Krug 2014, <i>Don't Make Me Think, Revisited</i>, Pearson Education [ISBN: 9780321965516]</li> <li>• Jaime Levy 2015, <i>UX Strategy</i>, O'Reilly Media [ISBN: 1449372864]</li> <li>• Jenifer Tidwell 2020, <i>O'Reilly Media, Inc, USA</i>, 3rd Ed., O'Reilly Media, Sebastopol, United States [ISBN: 1492051969]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Dorian Peters 2014, <i>Interface Design for Learning</i>, Pearson Education [ISBN: 0321903048]</li> <li>• Jeff Johnson 2014, <i>Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines</i>, 2 Ed., Morgan Kaufmann [ISBN: 9780124079144]</li> <li>• Don Norman 2013, <i>The Design of Everyday Things</i>, Basic Books (AZ) [ISBN: 9780465050659]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	