Course Name (English)	MULTIMEDIA DESIGN STUDIO APPROVED
Course Code	GDM666

MQF Credit	4

Course Description	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

Transferable Skills	Reflective Learner Resourceful and Responsible Effective Communicator Creative and Innovative Tech Savvy Independent and Critical Thinker Expert in the Field

Teaching Methodologies	Lectures, Blended Learning, Studio, Discussion, Presentation

CLO	CLO1	Analyse a dynamic multimedia design process and to built a guidelines as method of creative problem solving
	CLO2	Demonstrate a professional and well-planned design profile that meets industry demands. Construct design decision-making at an appropriate interval in a dynamic design management process.

Pre-Requisite Courses	No course recommendations

Topics
1. Studio Study 1: Self-directed work/ relational investigation 1.1) Solutions for hardware and software aspects
2. Studio Study 1: Self-directed work/ relational investigation 2.1) Developing creative content
3. Studio Study 2: Self-directed work/ ideation 3.1) Review 1
4. Studio Study 2: Self-directed work/ ideation 4.1) Correction and improvement of creative content
5. Studio Study 2: Self-directed work/ ideation 5.1) Working on functionality
6. Studio Study 2: Self-directed work/ ideation 6.1) Working on usability
7. Studio Study 3: Self-directed work/ prototype testing 7.1) Review 2
8. Studio Study 3: Self-directed work/ prototype testing 8.1) Correction and improvement of prototype
9. Studio Study 3: Self-directed work/ prototype testing 9.1) Finalizing Application
10. Studio Study 3: Self-directed work/ prototype testing 10.1) Finalizing Application

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

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Presentation	Review	40%	CLO1
	Presentation	Final Assessment	60%	CLO2

Reading List	Recommended Text	Peters, Dorian 2013, *Interface Design for Learning: Design Strategies for Learning Experiences*
		Dess, Gregory G 2012, *Strategic Management: Text and Cases*, McGraw-Hill/Irwin New York
		McConnell, Steve 2010, *Rapid Development: Taming Wild Software Schedules*
		Russ Unger,Carolyn Chandler 2012, *A Project Guide to UX Design*, 2 Ed., New Riders Pub [ISBN: 0321815386]
		Gavin Allanwood,Peter Beare 2019, *User Experience Design*, Bloomsbury Visual Arts [ISBN: 1350021709]
		John Lamerton, *Big Ideas... for Small Businesses* [ISBN: 1910600156]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	