Liverpool John Moores University

Title:	FUNDAMENTALS OF MULTIMEDIA
Status:	Definitive
Code:	**4508YCOM** (119758)
Version Start Date:	01-08-2013

Owning School/Faculty: Computing and Mathematical Sciences
Teaching School/Faculty: Kolej Teknologi YPC-ITWEB

Team	emplid	Leader
Andrew Laws		Y

Academic Level:	FHEQ4	**Credit Value:**	24.00	**Total Delivered Hours:**	74.00
Total Learning Hours:	240	**Private Study:**	166		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Practical	48.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio of individual multimedia artefacts	40.0	
Exam	AS3	Examination	40.0	2.00
Report	AS2	Group design of integrated multimedia project	20.0	

Aims

To provide an introduction to the theory and concepts of the various media components of multimedia development.
To link theory and practice by providing practical experience of developing multimedia elements using a variety of tools.
To integrate the theory and practice of multimedia development through design.

Learning Outcomes

After completing the module the student should be able to:

1   Develop applications that use multimedia data types appropriately.
2   Design and develop integrated multimedia applications.
3   Explain and characterise the various types of multimedia data.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio   1

Examination   3

Group design   2

Outline Syllabus

Fundamentals of the digital representation of media
Colour Theory and Models
Online and print media
Graphics
-Bitmapped images
-Vector graphics
-3D Images and models
File Format considerations
Text and typography
Animation
Sound
Multimedia hardware
Audio/Speech capture, synthesis and recognition
Video
Media delivery – e.g. multimedia internet streaming
Multimedia requirements capture
Design aspects of Multimedia development
Multimedia project, planning, estimation and delivery

Learning Activities

Lectures will concentrate on the necessary theory of these topics while hands-on practical sessions will develop the capabilities to understand and use multimedia development tools.

References

Course Material	Book
Author	Chapman, N. and Chapman, J.
Publishing Year	2011
Title	Digital Multimedia
Subtitle	
Edition	
Publisher	Wiley & Sons
ISBN	978-0-470-51216-6

Course Material	Book
Author	Chapman, N. and Chapman, J.
Publishing Year	2007
Title	Digital Media Tools
Subtitle	
Edition	
Publisher	Wiley & Sons
ISBN	978-0-470-01227-7

Course Material	Book
Author	Wood, A.
Publishing Year	2011
Title	The Graphic Designer's Digital Toolkit
Subtitle	
Edition	5th Edition
Publisher	Delmar-CEngage Learning
ISBN	978-1-111-13801-1

Course Material	Book
Author	England, E. and Finney, A.
Publishing Year	2007
Title	Managing Interactive Media
Subtitle	Project Management for Web and Digital Media
Edition	4th Edition
Publisher	Addison Wesley
ISBN	978-0321436931

Course Material	Book
Author	Kane, J.
Publishing Year	2011
Title	A Type Primer
Subtitle	
Edition	2nd Edition
Publisher	Laurence King Publishing
ISBN	978-1-85669-644-9

Notes

This module provides the student with the concepts, methods, techniques and experience to understand and develop rich digital multimedia applications.