

### Summary Information

Module Code	4619YCOM
Formal Module Title	Fundamentals of Multimedia
Owning School	Computer Science and Mathematics
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

### Learning Methods

Learning Method Type	Hours
Lecture	22
Practical	33

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

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 artefacts using a variety of tools.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Employ appropriate tools and techniques to develop multimedia artefacts
MLO2	2	Design and develop integrated multimedia applications..
MLO3	3	Explain and characterise the underlying concepts of multimedia development.

## Module Content

Outline Syllabus	Digital representation of media Multimedia tools Colour theory and models for online and print media Static Graphics Bitmapped Images Vector graphics and SVG 3D images and models File Format considerations – e.g. transparency, compression, animation etc. Typography Simple Animation Sound and Audio – e.g. generation, capture, synthesis Design aspects of Multimedia development Media delivery considerations
Module Overview	
Additional Information	This module provides the student with the concepts, methods, techniques and experience to understand, design and develop rich digital multimedia applications.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Artefacts	Multimedia Artefacts	60	0	MLO1, MLO2
Exam	Exam	40	1.5	MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Yuanyuan Shen	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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