

## Liverpool John Moores University

Title: DIGITAL MULTIMEDIA SYSTEMS  
Status: Definitive  
Code: **5517YCOM** (116241)  
Version Start Date: 01-08-2013

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

Team	Leader
Stephen Tang	Y

**Academic Level:** FHEQ5  
**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
Workshop	48.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	A group assignment to design and develop an interactive multimedia application for a given interactive multimedia design brief.	50.0	
Exam	AS2	Examination.	50.0	2.00

### Aims

*To develop a theoretical knowledge of the concepts, media types and production techniques required to build digital media systems.*

*To provide an opportunity to practice the principles of interactive multimedia development using appropriate tools, techniques and methods.*

*To enable students to apply the principles of multimedia production and project management in digital media communications projects showing an appreciation of the social, ethical and financial implications of these solutions.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Discuss the components and media types of digital media projects including text, graphics, photography, typography, sound, video and animation and describe the communication benefits and drawbacks that each media type brings to its intended audience.
- 2 Describe the workflow, tasks and activities during the initial and pre-production phases of the digital media development lifecycle
- 3 Apply the workflow, tasks and activities during the development and delivery phases of the digital media development lifecycle and manage these activities.
- 4 Collate, create and develop rich interactive multimedia content and applications using a range of multimedia development tools.

## **Learning Outcomes of Assessments**

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

Group assignment	3	4
Examination	1	2

## **Outline Syllabus**

*-Digital media authoring process: conception, market and requirements analysis, creative design process, storyboarding, user interface design, content creation, copywriting, authoring, testing, delivery and handover.*

*-Digital media representation: elements of multimedia (text, image, video, sound and animation), media creation tools and media creation techniques.*

*-Digital media processing and manipulation: compression, manipulation techniques, synthesis of media, storage and data transmission considerations.*

*-Interactive media content development: scripting, component building, linking media, accessing dynamic data sets, interactive control of digital media elements, dynamic user interfaces.*

*-Digital media project management: roles and responsibilities, costing and estimation, project planning, social and ethical considerations.*

## **Learning Activities**

Formal lectures will deliver theoretical concepts while practical-based workshop sessions, which take place in computer laboratories, will be used to introduce specific techniques and methods used in the development and creation of digital media content.

## References

<b>Course Material</b>	Book
<b>Author</b>	Chapman, N. & Chapman, J.
<b>Publishing Year</b>	2009
<b>Title</b>	Digital Multimedia
<b>Subtitle</b>	
<b>Edition</b>	3rd Edition
<b>Publisher</b>	John Wiley & Sons Ltd.
<b>ISBN</b>	0470512166

<b>Course Material</b>	Book
<b>Author</b>	England, E. & Finney, A.
<b>Publishing Year</b>	2007
<b>Title</b>	Managing Interactive Media
<b>Subtitle</b>	
<b>Edition</b>	4th Edition
<b>Publisher</b>	Addison Wesley
<b>ISBN</b>	978-0321436931

<b>Course Material</b>	Book
<b>Author</b>	Chapman, N. & Chapman, J.
<b>Publishing Year</b>	2007
<b>Title</b>	Digital Media Tools
<b>Subtitle</b>	
<b>Edition</b>	3rd Edition
<b>Publisher</b>	John Wiley & Sons Ltd.
<b>ISBN</b>	978-0470012277

<b>Course Material</b>	Book
<b>Author</b>	Grover, C.
<b>Publishing Year</b>	2011
<b>Title</b>	Flash CS5.5: The Missing Manual
<b>Subtitle</b>	
<b>Edition</b>	1st Edition
<b>Publisher</b>	O'Reilly
<b>ISBN</b>	978-1449398255

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## Notes

This module looks at the digital media systems development process and investigates the composition and uses for various digital media types. It considers the typical digital media development lifecycle and provides practical experience in digital media content development and creation through the building of interactive media applications.

