

## Liverpool John Moores University

Title: INTERACTIVE MULTIMEDIA SYSTEMS

Status: Definitive

Code: **5628YCOM** (123260)

Version Start Date: 01-08-2021

Owning School/Faculty: Computer Science and Mathematics

Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
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**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 57

**Total Learning Hours:** 200      **Private Study:** 143

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	22
Practical	33

**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. multimedia application for a given interactive multimedia design brief.	50	
Exam	AS2	Examination	50	2

### Aims

*To develop a theoretical knowledge of the concepts, media types and production*

*techniques required to build interactive digital media systems and provide an opportunity to practice that theory.*

*To enable students to apply the principles of multimedia production and project management in digital multimedia 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 Differentiate between the components and media types of digital multimedia projects including text, graphics, typography, sound, video and animation and appraise the communication benefits and drawbacks of each media type.
- 2 Illustrate the workflow, tasks and activities of the initial and pre-production phases of the digital multimedia development lifecycle.
- 3 Apply the workflow, tasks and activities during the development and delivery phases of the digital multimedia development lifecycle and manage these activities.
- 4 Selectively use a range of multimedia development tools to create and develop rich interactive multimedia content and applications.

## **Learning Outcomes of Assessments**

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

multimedia application dev	3	4
Exam	1	2

## **Outline Syllabus**

*Digital multimedia authoring process: conception, market and requirements analysis, persona 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 2D animation), media creation tools and media creation techniques, media design considerations.*

*Interactive multimedia design: User experience, wireframing, interaction design, feedback design, usability and accessibility, platform considerations.*

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

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

*Interactive multimedia 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.

## **Notes**

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