

Interactive Multimedia

Module Information

2022.01, Approved

Summary Information

Module Code	5750YCOM
Formal Module Title	Interactive Multimedia
Owning School	Computer Science and Mathematics
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
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	22

Module Offering(s)

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

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	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.
MLO2	2	Illustrate the workflow, tasks and activities of the initial and pre-production phases of the digital multimedia development lifecycle.
MLO3	3	Apply the workflow, tasks and activities during the development and delivery phases of the digital multimedia development lifecycle and manage these activities.
MLO4	4	Use a range of multimedia development tools to create and develop a real-world interactive multimedia content and applications.

Module Content

Outline Syllabus	Digital multimedia development process: creative design process, storyboarding, user interface design, content creation, 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, image manipulation, colour theory, use of filters and effects. Typography & Font Creation: Vector graphic technology, typesetting, font creation. 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.
Module Overview	
Additional Information	This module provides the student with the concepts, methods, techniques and experience to design, develop and manage rich digital multimedia. 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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Multimedia Portfolio	40	0	MLO1, MLO2, MLO4
Technology	Application Development	60	0	MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Glyn Hughes	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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