

Advanced Multimedia

Module Information

2022.01, Approved

Summary Information

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|---------------------|----------------------------------|
| Module Code | 6627YCOM |
| Formal Module Title | Advanced Multimedia |
| Owning School | Computer Science and Mathematics |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 6 |
| Grading Schema | 40 |

Teaching Responsibility

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|-----------------------------------|
| LJMU Schools involved in Delivery |
| LJMU Partner Taught |

Partner Teaching Institution

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| Institution Name |
| YPC International College (Kolej Antarabangsa YPC) |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture | 22 |
| Workshop | 33 |

Module Offering(s)

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

Aims and Outcomes

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| Aims | To develop a theoretical knowledge of the concepts of advanced media types and the advanced media production techniques and technologies required to design and develop digital media systems. |
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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|---|
| MLO1 | 1 | Critically evaluate the issues related to advanced media production and technologies. |
| MLO2 | 2 | Appraise and apply the techniques involved in the implementation of an interactive multimedia application. |
| MLO3 | 3 | Critically evaluate the techniques and challenges behind the design and development of an interactive multimedia application. |

Module Content

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|------------------------|--|
| Outline Syllabus | Rich internet applications: concepts and definitions, modelling approaches, technologies. User experience: concepts, lifecycle and benefit of UX, tools of UX (e.g. user testing, expert review, persona and etc.). Introduction to Media Production –Media Production standards, Video/Audio CODEC and Compression Techniques Hardware and software technologies - Discussion of the technologies required to support media production Advanced Media Production Technologies: Sound and Video production (capture, format, archiving, streaming, etc...), Media player technologies and Codec, Image and model based scene representations, 3D-modelling from images and video, Media Production online deployment Architecting interactive multimedia solution: information architecture design, dynamic content, data storage, technology integration, application optimization, security and etc. Advance multimedia scripting: media scripting, interaction scripting, real-time animation scripting, data processing and visualization scripting. Workshop session involving the design of a media production artefact in form of a video, animation, or game and using relevant advanced tools and technologies, through group work. |
| Module Overview | |
| Additional Information | This module broadens the awareness of the design and development of interactive multimedia applications such as Rich Internet Applications. |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-----------------|--------|--------------------------|---------------------------------|
| Report | Coursework 1 | 50 | 0 | MLO1, MLO2 |
| Artefacts | Coursework 2 | 50 | 0 | 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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