

**Topics/Content outline:**

Topics include: the analysis of multimedia products; designing and developing multimedia applications using advanced features of multimedia tools; analysis of user needs; designing and implementing a multimedia solution.



<b>Expanded Outcomes</b>	
<b>Outcome 1:</b> Critically analyse commercially available multimedia products and their suitability for solving the business problem or requirements:	
<ul style="list-style-type: none"> <li>Critically analyse the navigation, usability, and content of a product, for its suitability for solving the business problem or requirements.</li> <li>Document the results showing justifications for appropriate media elements and delivery platform.</li> </ul>	
<b>Outcome 2:</b> Design and develop appropriate multimedia solutions for complex business or educational problems that require the use of advanced features of multimedia development products :	
<ul style="list-style-type: none"> <li>Create professional quality graphic images and manipulate using advanced techniques.</li> <li>Create professional quality animations using software programming.</li> <li>Record, edit, and programmatically manipulate digital audio during playback.</li> <li>Record, capture, edit and programmatically manipulate digital video during playback.</li> <li>Create additional features for a multimedia application using current industry standard programming and design techniques.</li> </ul>	
<b>Outcome 3:</b> Critically analyse a user's needs and document appropriate solutions using current techniques :	
<ul style="list-style-type: none"> <li>Interview a client to identify client requirements and expectations</li> <li>Using a storyboard, document client requirements</li> <li>Create an appropriate business presentation and concept document for sign-off by a client.</li> </ul>	
<b>Outcome 4:</b> Design and implement an appropriate multimedia solution using a variety of authoring packages for delivery on a cross platform CD ROM or DVD :	
<ul style="list-style-type: none"> <li>Analyse the client's requirements and target audience and design an appropriate multimedia solution.</li> <li>Create a multimedia application to meet the requirements of the specification.</li> <li>Document the design specification using appropriate documentation tools.</li> </ul>	

**Assessment:**

<b>Weighting</b>	<b>Nature of assessment</b>	<b>Learning outcomes</b>
20%	Written report on a multimedia problem	1
30%	Assignment on development of multimedia solution	1, 2
50 %	Project on the design and implementation of a multimedia solution	1 - 4

**Learning and teaching approaches:**

Lectures, tutorials, practicals

**Learning resources required:**

Textbook: Refer to the current programme booklist.

**Learning resources recommended:**