

Learning outcomes:

	Learning Outcomes
1.	Explain ownership, copyright issues associated with Multimedia and Internet Web sites. Explain Website Search Engine Optimisation.
2.	Explain the fundamentals of screen design for Web pages and Multimedia applications
3.	Describe the fundamental multimedia and Web page elements and explain the associated terminology.
4.	Create original media elements and explain the process followed.
5.	Use the features of a Multimedia authoring package and explain the process followed.
6.	Analyse the technique issues involved in development, hosting, usability, accessibility and website usage statistics.

Topics/Content/Outline

Copyright: Identifying website related issues, analysing – identifying – critiquing websites, using website related tools and technologies, using multimedia tools to produce media elements needed in a website; website design and development; other topics as negotiated.



Expanded Outcomes
Outcome 1: Explain ownership and copyright issues associated with Multimedia and Internet Web sites. Explain Website Search Engine Optimisation <ul style="list-style-type: none"> • Define Copyright rules and how they apply to software and media elements. • Create a Copyright Statement for graphics, text, code and sound. • Explain Website Search Engine Optimisation.
Outcome 2: Explain the fundamentals of screen design for Web pages and Multimedia applications <ul style="list-style-type: none"> • Explain the fundamentals of Human Computer Interaction. • Define differences in Computer Platforms and Web Browsers and how they affect multimedia and website delivery.
Outcome 3: Describe the fundamental multimedia and web page elements and explain the associated terminology <ul style="list-style-type: none"> • Describe the fundamental multimedia and web page elements (text, graphics, animation, audio and video). • Define the categories of media development packages and identify the major packages in each category. • Describe compression techniques for graphics, sound and video, and how they are applied.
Outcome 4: Create original media elements and explain the process followed. <ul style="list-style-type: none"> • Demonstrate effective use of graphic formats and their appropriate use. • Manipulate text and apply style changes. • Create and manipulate images. • Create and manipulate the media elements by using authoring packages. • Edit digital audio and digital video.
Outcome 5:

Amended in July 2014