

# Digital Media

Conor Keighrey

**Office:** U214

**Email:** [ckeighrey@ait.ie](mailto:ckeighrey@ait.ie)

# Conor Keighrey

*ckeighrey@ait.ie*

- Athlone I.T. - 2012
  - Computer Network Mgmt.
  - Cloud Infrastructure
    - Emotional Speech Analysis
- PhD. Candidate - 2016
  - Immersive Multimedia
    - Augmented Reality / Virtual Reality / Tablet
  - Quality of Experience
  - Speech & Language Therapy



# Conor Keighrey

*ckeighrey@ait.ie*

- PhD. Candidate
  - Applications
    - Medical / E-Health
    - Assistive Technology
    - Tourism / Real-Estate
  - Data Analytics
    - Experimental evaluation
    - Data, data, data...
    - Academic Publications



# Module Overview

- Introduction
  - What is the Module about?
- Course Outline
  - Labs / Lectures
  - Topics Covered
  - Software, Books, Material
  - Office Hours
  - Course Assessment



# Digital Media?

- Exploring Multimedia

- Images
- Sound
- Animation
- Video

- Creating Multimedia

- Create
- Deliver
- Multimedia Content



# Learning Outcomes

- Digital Media
  - Graphics
  - Sound
  - Animation/Video
- Software
  - Gimp - Images
  - Flash - Animation
  - Audacity - Audio



# Labs / Lectures

- Module Format
  - 1 Hour Lecture
  - 1 Hour Lab/Practical
- Schedule:
  - Lecture:
    - Tuesday 11-12 – Room Y207
  - Lab:
    - Groups (NB: check your course timetable)

***Subject to Change!***



# Labs

- Attendance is Required
  - 75% Required (minimum)
    - Medical certificates
    - Exceptional mitigating circumstances
  - Required to repeat and attend this module





# Module Overview

- Intro to Digital Media and Multimedia
  - What is Multimedia
  - History of Multimedia
  - Multimedia Components
  - Multimedia Features
  - Multimedia Types and Applications



# Module Overview

- Digitisation
  - Introduction to Digital Data
  - Binary Numbers
  - Files and File size



# Module Overview

- Examples of areas that use Digital Media
  - Internet of Things
  - Gaming
  - Cloud Computing
  - Big Data



# Module Overview

- Graphics in Multimedia
  - Intro to Graphics
  - Types of Graphics
  - Graphics Attributes
    - Colours (RGB - CYMK)
    - File Formats
  - Sources of Graphics
  - Graphics Software
    - Optimization Techniques



# Module Overview

- Animation in Multimedia
  - Intro to Animation
  - How is Animation Used?
  - Types of Animation
  - Animation File Formats
  - Sources of Animation
  - Creating Animation for the Web
  - Learn how to use Flash



# Module Overview

- Sound in Multimedia
  - Intro to Sound
  - What is Digital Format?
  - Sources of Sound
  - Sound-Editing Software
  - Sound File Formats
  - Sound Cycle
  - Sound on the Web



# Module Overview

- Video in Multimedia
  - Intro to Video
  - Video Formats
  - Bit Streaming, Buffering concepts
  - Delivery of Video
  - Sources of Video clips
  - Creating a simple video clip





# Module Overview

- Broader Considerations for Digital Media
  - Ethical considerations
  - Copyright
  - Social





# Required Software

- Lab Software
  - GIMP
  - Flash
  - Audacity
  - Movie Maker
  - Adobe Dreamweaver
- Home Installation
  - Free/30 Day Trials
    - Links on Moodle



# Books/Lecture Material

- No books required
- Background Reading
  - Digital Multimedia by Nigel Chapman and Jenny Chapman
  - Grokking the GIMP
- All notes on Moodle



# Assessment Format

- **SUBJECT TO CHANGE!**
- Current Assessment Strategy
  - 15% Labs
  - 15% Practical
  - 20% Web Project
  - 50% Written Exam



# Assessment Format

- Late Submissions
  - College Policy
    - 1 Week Late – 80% Max
    - 2 Week Late – 40% Max
    - 3 Weeks late – 0% Mark
  - 0% for copied work
    - All work must be your own



# Questions

