

INTI INTERNATIONAL UNIVERSITY

COURSE STRUCTURE

PROGRAMME: DIPLOMA IN INFORMATION AND COMMUNICATIONS TECHNOLOGY

1.	NAME OF COURSE/MODULE: INTERACTIVE MULTIMEDIA							
2.	COURSE CODE: ICT2105							
3.	RATIONALE FOR THE INCLUSION OF THE COURSE/MODULE IN THE PROGRAMME : To allow students to have exposure to the multimedia technology that builds their fundamentals in designing interactive multimedia applications.							
4.	STUDENT LEARNING TIME (SLT)	Total Face to Face					Total Student Independent Learning Time	
		L	T	P	O	A	OL	IL
	L = Lecture T = Tutorial P = Practical O= Others A= Assessment OL= Online Learning IL= Independent Learning	28		28		4	14	92
5.	CREDIT VALUE: 4							
6.	PREREQUISITE (if any): None							
7.	LEARNING OUTCOMES: On completion of the course, students will be able to: <div>1. Describe the range of interactive media elements and various application areas for which multimedia products, services and systems are used in business, education and medical domains.</div> <div>2. Discuss leadership and managerial skills in managing multimedia project.</div> <div>3. Explain the methods, tools and techniques used in the development and deployment of multimedia products and systems.</div> <div>4. Summarize copyrights, privacy, and censorship issues associated with multimedia applications.</div>							
8.	SYNOPSIS: This module explores the design, construction and application of interactive multimedia programs. It encourages students to explore and build literacy in the new media by exposing them to the concepts, tools and techniques of multimedia design. As an introductory course, students will critically examine the history and structure of the multimedia industries and develop an understanding of the theories and aesthetics underlying human-computer interface. Using creative approaches to multimedia computing, students will be expected to draw upon all of their interest and abilities. Thus, students will be given the opportunity to explore a broad range of interactive media involving graphics, images, spatial models, animation, video and sound, as well as text based data.							
9.	MODE OF DELIVERY: Lecture, Classroom Discussion, Practical, Tutorials are conducted both face to face and online.							
10.	ASSESSMENT METHODS AND TYPES:							
	Method	Types	Weightage (%)					
	Continuous Assessment	Assignment	10%					
		Test 1	10%					
		Test 2	10%					
		Project	20%					
		Practical (Lab)	10%					
	Summative Assessment	Final Examination	40%					
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11. CONTENT OUTLINE OF THE COURSE/MODULE AND THE SLT PER TOPIC:

Sessions	Topics	LO	L	T	P	OL	Total		
							O	A	IL
1-4	Introduction to Multimedia What is Multimedia? Idea of Multimedia? Why do We Use Multimedia? How is it Changing the World? Pros and Cons of Multimedia, Where to Use Multimedia? Multimedia Application, Issues in Multimedia Application Development.	1	4		4	2			
5-10	Multimedia Elements Text, Graphics/Images, Sound, Animation, Video.	1	6		6	3			
11-12	Managing Multimedia Projects Preproduction/Planning, Organizing Resource, Forming the team.	2	2		2	1			
13-14	Developing Multimedia Titles/ Application Pre-production, Production, Post-Production	3	2		2	1			
15-20	Designing for Multimedia Screen design principle, Designing the structure, Designing for Interactivity and Navigation, Human Computer Interaction	3	6		6	3			
21-24	Distributing Multimedia Titles/Application Determining the Best Means to Distribute the Title.	2	4		4	2			
25-26	Multimedia Authoring Authoring Tools, Multimedia Tool Selection, Multimedia Tool Features, Categories for Interactive Tool, Selecting the Right Authoring Paradigm.	3	2		2	1			
27-28	Societal Issues Copyrights Issues, Privacy Issues, Censorship Issues	4	2		2	1			
	TOTAL		28		28	14		4	92

Lecture (L), Tutorial (T), Practical (P), Others(O), Assessment (A), Online Learning (OL); Independent Learning (IL); Learning Outcome (LO)

12. MAIN REFERENCE(S) SUPPORTING COURSE:

- Vaughan T., (2014), *Multimedia: Making It Work*, 9th edition, McGraw Hill Publication. ISBN: 0071832882
- Adobe System Incorporated, (2012), *Adobe Flash Professional CS6: Classroom in a Book*, Adobe System Incorporated. ISBN: 032182251X

ADDITIONAL REFERENCES (at least 2):

- Costello V., Youngblood S. A. & Youngblood N. E., (2012), *Multimedia foundations : core concepts for digital design*, 1st edition, Waltham, Mass.: Focal Press. ISBN: 0240813944
- Braunstein, R., (2010), *Actionscript 3.0 bible*, 2nd edition, Indianapolis, IN: Wiley Publishing, Inc. ISBN: 0470525231

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13. OTHER ADDITIONAL INFORMATION (if any):**Final Examination Format**

Duration: 2 hours

Section A: Answer TWO compulsory questions.

Section B: Answer any TWO out of THREE questions.

All questions carry equal marks.

Grading Scale

A+ (90-100), A (80-89), A- (75-79), B+ (70-74), B (65-69), B- (60-64), C+ (55-59), C (50-54), C- (45-49), D (40-44), F (0-39).

Resit Pass (50-100), Resit Fail (0-49).

Laboratory Work Specifications (if any)

Week	Practical Work
1 - 2	Understand Flash Authoring Tool Using Tool Palette, Panels, Rulers, Grids and Guides, Working with Property Inspector
3 - 4	Creating Simple Graphic Making geometric shapes and free-form shapes, adding strokes and fills, Creating solid colours and gradients, Working with Text, Modifying Simple Graphics
5 - 6	Graphics on Multiple Layers and Symbols Touring the timeline's layer features, creating, controlling layers and folders, working with graphics on different layers, working with guide layer, working with mask layer, working with symbol, converting graphic to symbol and vice versa, creating and modifying symbols
7 - 8	Creating Animations Creating frame-by-frame animation, creating animation with motion tweening and shape tweening, creating more-complex animation tasks
9 - 10	Adding Sound and video elements Adding sound to frame and button, editing sound, using event sound, using start sound, using stream sound, stopping sound, converting video clip to flash video (FLV), working with embedded video, working with the FLVPlayback Component
11 - 13	Create Basic Interactivity with Action Scripts Working with Action Panel, programming buttons with scripts, using button components, using event handler for multiple events, using scripts to control timeline, navigation and graphic objects
14	Delivering Movies to Audience Preparing movie for optimal playback, publishing, working with Flash Player Settings

Important Note:

A student who obtains a grade C- (45 -49 marks) in a 100% coursework module is required to resubmit the coursework component determined by the lecturer and ascertained at the Exam Board. Resubmission marks will be capped at a maximum of 50 marks or a grade C.

A passing mark can only be achieved when the student attempts both the coursework and final exams.

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