# Course Outline

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| **Course title: Multimedia Design** | **Instructor name: Jun Albert Pardillo** |
| **Credit units: 3** | **Total hours: 54** |

## Course Description:

Multimedia Design is a course designed for 2nd Year Information and Communication Students who are interested in learning the principles and techniques of designing multimedia content. This course will provide students with a comprehensive understanding of multimedia design, including the use of graphics, audio, video, and animation. Throughout the course, students will learn how to create multimedia content that is engaging, interactive, and visually appealing. They will also learn how to use various multimedia tools and software, such as Adobe Photoshop, Illustrator, Premiere Pro, and After Effects. The course will cover topics such as multimedia design principles, color theory, typography, layout design, and user interface design. Students will also learn how to create multimedia content for different platforms, such as websites, mobile applications, and social media. By the end of the course, students will have developed a strong foundation in multimedia design and will be able to create high-quality multimedia content that meets the needs of their target audience. They will also have gained valuable skills that can be applied in various industries, such as advertising, marketing, and entertainment. Overall, this course is ideal for students who are interested in pursuing a career in multimedia design or who want to enhance their skills in this field. It provides a hands-on learning experience that will enable students to create multimedia content that is both visually appealing and effective.

## Course Learning Outcomes (CLOs)

* Apply fundamental principles of multimedia design to create engaging and visually appealing content.
* Utilize various multimedia tools and software, including Adobe Photoshop, Illustrator, Premiere Pro, and After Effects, to develop multimedia content.
* Design multimedia content that is interactive and suitable for various platforms, such as websites, mobile applications, and social media.
* Demonstrate an understanding of color theory, typography, layout design, and user interface design in the creation of multimedia projects.
* Produce high-quality multimedia content that effectively meets the needs of a target audience.

## Topics / Modules and Intended Learning Outcomes

1. Introduction to Multimedia Design

* Describe the core principles and components of multimedia design.
* Identify the roles and applications of multimedia in various industries.

1. Tools and Software for Multimedia Design

* Demonstrate proficiency in using Adobe Photoshop and Illustrator for creating graphics and illustrations.
* Apply video editing techniques using Adobe Premiere Pro and create motion graphics with After Effects.

1. Color Theory and Typography in Multimedia Design

* Apply color theory principles to enhance visual communication.
* Utilize typography effectively in multimedia content creation.

1. Layout Design and User Interface Design

* Design user-friendly layouts for websites and mobile applications.
* Incorporate principles of user interface design in multimedia projects.

1. Creating Multimedia Content for Different Platforms

* Design engaging multimedia content for social media platforms.
* Develop interactive multimedia applications for mobile and web platforms.

## Weekly Activities

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| **Week No.** | **Topic** | **Activity Description** | **Expected Output** | **Assessment Tools** |
| Week 1-2 | **Introduction to Multimedia Design** | Lecture on the history and components of multimedia design. Group discussion on the impact of multimedia in various industries. | Individual short essay on the importance of multimedia in communication. | Essay evaluation rubric |
| Week 3-5 | **Tools and Software for Multimedia Design** | Hands-on workshops on Adobe Photoshop and Illustrator. Introduction to Adobe Premiere Pro and After Effects with basic projects. | Creation of a simple graphic using Photoshop and Illustrator. A short video clip edited with Premiere Pro. | Project grading rubric |
| Week 6-8 | **Color Theory and Typography in Multimedia Design** | Lectures and exercises on color theory and typography. Analysis of effective use in existing multimedia content. | Design a poster using learned color theory and typography principles. | Design critique and grading rubric |
| Week 9-11 | **Layout Design and User Interface Design** | Interactive sessions on layout and UI design principles. Group project to redesign a website or mobile app interface. | Group project presentation on the redesigned interface. | Presentation grading rubric and peer review |
| Week 12-15 | **Creating Multimedia Content for Different Platforms** | Project-based learning for designing multimedia content for social media, mobile, and web platforms. Guest lecture on industry trends. | Individual project creating multimedia content tailored for a chosen platform. | Project evaluation rubric |
| Week 16-18 | **Final Project and Presentation** | Students will apply all the skills learned throughout the course to create a comprehensive multimedia design project. | Final multimedia design project and presentation. | Final project grading rubric and presentation evaluation |

## References

*Adams, M. (2018). Color and typography for digital media design. Journal of Visual Communication.*  
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*Chen, Q., & Zhang, L. (2021). Principles of layout design in user interface development. International Journal of Design.*  
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*Kim, H., & Song, J. (2020). Trends in multimedia content creation for mobile and web platforms. Journal of Multimedia Studies.*  
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*Liu, D., & Zhang, C. (2019). Adobe Creative Cloud in multimedia design education. Education and Information Technologies.*  
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*Smith, J. K., & Moriarty, S. (2020). The role of multimedia in communication. Journal of Multimedia Processing and Technologies.*  
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