



Semester: One

Prerequisite of course: None

Course code:

Class Start Date: 15th November, 2023.

Course instructor: Isaac M. Sesay

☎☎: +23278261981.

Email: isaacmsesay@central.edu.sl

Course Overview

This course provides an introduction to multimedia and graphics design, covering the fundamental principles of visual communication, design software, and storytelling techniques. Students will gain hands-on experience with industry-standard software to create multimedia projects, including images, videos, and interactive elements.

Course Objectives

Upon completion of this course, students will be able to:

- Understand the principles of visual communication and apply them to create effective multimedia designs
- Utilize various design software, including Adobe Photoshop, Illustrator, and After Effects, to create professional-looking multimedia projects
- Apply storytelling techniques to develop engaging narratives for multimedia productions ·

Collaborate effectively with others to produce multimedia projects

- Demonstrate their understanding of multimedia and graphics design concepts through written and oral presentations

Course Schedule

Wee k	Topics	Activities	Reading
1	Introductio n to Multimedia and Graphics Design	- Understanding the role of multimedia and graphics design in modern communication - Exploring the different types of multimedia projects - Setting up a multimedia design workspace	Multimedia and Graphics Design: A Complete Course by Lynda Weinman and Robin Williams

2	Visual Communication and Design Principles	- Understanding the elements and principles of visual design - Applying visual communication principles to create effective multimedia layouts - Exploring color theory and typography	Visual Communication: A Practical Guide for Designers by Richard Oliver
3	Introduction to Adobe Photoshop	- Learning the basic tools and features of Adobe Photoshop - Manipulating and editing images using	Adobe Photoshop CC for Dummies by Janette Seidel



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		Photoshop tools - Creating photo compositions and graphic elements	
4	Image Editing and Manipulation Techniques	- Exploring retouching and enhancement techniques for images - Applying image filters and effects to create different visual styles - Working with layers and masks to create complex compositions	Photoshop Essential Skills for Photographers by Mark Galer
5	Vector Graphics and Adobe Illustrator	- Understanding the principles of vector graphics - Creating vector illustrations using Adobe Illustrator - Exploring path tools, shapes, and drawing techniques	Adobe Illustrator: A Complete Course by Lisa Vaughn
6	Illustration and Graphic Design	- Learning the basics of illustration and graphic design - Creating illustrations and graphic designs for various purposes - Applying design principles to create visually appealing and effective graphics	Graphic Design: A Comprehensive Manual by Armin Hofmann
7	Introduction to Adobe After Effects	- Understanding the basics of video editing and motion graphics - Learning the interface and tools of Adobe After Effects - Creating basic animation and motion graphics	Adobe After Effects Beginner's Guide by Andrew Kramer
8	Video Editing and Motion Graphics Techniques	- Exploring video editing techniques and transitions - Creating motion graphics and animation effects - Compositing and editing video sequences	After Effects for Dummies by Steve Holmes

9	Storytelling for Multimedia Productions	- Understanding the principles of storytelling - Developing narratives for multimedia projects - Scriptwriting and storyboarding techniques	Storytelling for Dummies by Randy Pausch and Chip Heath
10	Multimedia Project Development	- Planning and designing a multimedia project - Creating multimedia elements using design software - Integrating multimedia elements into a cohesive project	Multimedia Project Management by David Rock
11	Collaboration and Presentation	- Working effectively with others in a creative team - Presenting multimedia projects to an audience - Demonstrating professionalism and effective communication	Presentation Skills for Designers by Don Norman
12	Course Review and Final Project	- Reviewing key concepts from the course - Working on a final multimedia project that integrates all learned skills - Presenting the final project to the class	Multimedia and Graphics Design Portfolio Guide by Lisa Sabin Meyer



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Lab Participation Policy:

To successfully pass this course, students are required to actively participate in a minimum of 45% of the labs. This means that you must complete and submit at least 45% of the lab assessments to meet the course requirements.

Failure to meet this requirement may result in not passing the entire course, even if you perform well in the **Final Examination**. It is essential to engage with and complete the lab assignments as they are a fundamental component of your learning experience.

Please make sure to keep track of your lab participation and ensure that you meet this requirement to successfully pass the course. If you have concerns or face challenges related to this policy, please reach out to the instructor for guidance and support.

This policy ensures that students actively engage with the lab assignments, which are typically a significant part of many technical and scientific courses and contribute to their overall success in the course.

Attendance and Exam Policy: Attendance in this course is mandatory. If a student misses class more than three times without valid and documented reasons (such as illness or family emergency), they will not be allowed to take the exams. This policy is in place to encourage regular class attendance, as it is essential for your success in this course.

Please review the **Students Handbook** for specific details regarding attendance and exam policies. It's important to review these policies thoroughly to understand all requirements and expectations.

Late Assignments: Assignments submitted after the specified due date will be subject to a penalty of 10% deduction for each day the assignment is late. However, in cases of documented illness or emergencies, exceptions may be granted at the instructor's discretion.

Make-Up Exams: Make-up exams will be considered only for documented medical reasons or university approved excuses. Please contact the instructor as soon as possible if you anticipate missing an exam and provide the