RIPHAH INTERNATIONAL COLLEGE
Associate Degree Program

Course Title : **Multimedia Production**
Course Number :
Credit Hours : **3**
Course Pre-requisite : **Introduction to Computing**
Course Duration : **16 weeks**

Course Description:

This is a practicum course applying the pragmatic approach to give you the opportunity to apply technical knowledge in In Digital media production. In today's world the digital media production is of immense importance that require the human resource that can meet the challenges of content market. This course will provide all the aspect of media production from tools to theoretical knowledge that can be applied to both social media and other platforms.

Course Objectives:

This course will help students to:

- Apply effective multimedia production methods to a project developed by a team or group.
- Practice specialized individual multimedia design and production skills that will meet media workforce standards.
- Discuss current multimedia production technologies and issues.

Learning Outcomes:

After studying this course, students should be able to learn:

- How Learning theories have impact on multimedia production.
- History of multimedia
- How to use various multimedia authoring tools.
- How to design and create interactive multimedia products
- Evaluate existing multimedia products that can be used to design instructional and informational material.

Violation of Academic Honesty Policy:

If the instructor receives any of the projects / assignments that are identical or partially identical (including spreadsheets), both cases will receive a Zero. If the student violates the Academic Honesty policy for a second time, he/she will receive an "**F**" grade for the course.

General Classroom Norms:

Class attendance is mandatory. You may miss up to **25%** (8 out of 32 sessions) class sessions but save it for emergency only. In case you exceed this level, you will be withdrawn from the course. As a courtesy to the instructor and other students, be prepared to arrive at class and be in your seat on time. In addition, please note that each class lasts for **90 minutes** (1.5 Hours).

Also keep in mind some general rules as given below:

- Cell phones should be powered off.
- Eatables are not allowed in the class.
- The teacher will not tolerate any disruptive behavior in the class.
- The Dress Code has to be observed, no warnings will be given, and violators will be asked politely to leave the class and consequently will be marked absent.

Participation:

Students are required to attend all classes and read all the assigned material in advance of class (although not necessarily with perfect comprehension). Advanced preparation and class participation are crucial for periods in which we discuss cases. During discussion sessions, the instructor generally keeps track of the insightful and useful comments students make. (Any unproductive contribution is not rewarded)

Grade Distribution:

Evaluation Type	Percentage (%)	Activities
Quizzes	5	Minimum 05
Assignments	15	Minimum 05
Project	10	Minimum 01
Mid Term	30	
Final Term	40	
Total Points	**100**	

Note:
Instructors are required to conduct and schedule at least 1 out of 2 classes every week in the computer lab for the student's hands on experience.

Course Contents:

Week	Contents	Activities & Labs
01-02	• Introduction to Multimedia and Hypermedia. • Brief history of multimedia • Benefits and examples of multimedia, hypermedia, hypertext. • Theories of Multimedia Learning • Cognitive Theory of Multimedia • Dual Coding Theory • Introduction to Multimedia Principles • An Integrated Model of Text and Picture Comprehension • The Four-Component Instructional Design • Model: Multimedia Principles in Environments for Complex Learning	Assignment 1: Instructional Poster Introducing Multimedia authoring soft wares required for projects (Lab) Quiz 1
03-05	• Implications of Cognitive Load Theory for Multimedia Learning • The Signaling Principle • The Segmenting Principle • The Modality Principle • The Multimedia Principle • The Coherence Principle • Visual Design Principles: • Balance, Harmony, Closure, Proximity, Contrast, Color, Alignment, Emphasis • Functions of Graphics • How can we improve multimedia learning? • Techniques for Reducing Extraneous Processing • Coherence principle • Signaling principle • Redundancy principle • Spatial contiguity principle • Temporal contiguity principle	Applications with Adobe Fireworks& Adobe Photoshop (Lab) Quiz 2
06-08	• Techniques for Managing Essential Processing • Segmenting principle • Pre-training principle • Modality principle • Techniques for Fostering Generative Processing • Personalization principle • Voice principle	Assignment 2: Instructional Audio Introducing Audacity (Audio Authoring Software) for

		creating a podcast Quiz 1
MID TERM		
10-11	• Creating Multimedia Text, Sound, Images, Video and animation	Applications with Audacity Quiz 4
12-13	• Principles of Stack Design	Assgnment3: Video Project Introducing Windows Movie Maker
14-15	• Publishing Multimedia • Planning and Costing , Designing and Producing Delivering	Applications with Windows Movie Maker Quiz 5
16	• Multimedia Learning in Advanced • Computer-Based Contexts • Multimedia Learning with Animated • Pedagogical Agents • Multimedia Learning in Virtual Reality • Multimedia Learning with Games, • Simulations, and Micro worlds • Multimedia Learning with Hypermedia • Multimedia Learning in e-Courses	Assignment 4: Interactive Multimedia Project Introducing Scratch
17	• Advanced Multimedia Principles • Guided-discovery • Worked out example • Collaboration	Assignment 5: Applications with Scratch

	• Self-explanation • Animation and interactivity • Navigation • Site map • Prior knowledge • Cognitive aging	
FINAL TERM		

Recommended Text books and Resource	Mayer, R. E. (2001). Multimedia learning. Cambridge: Cambridge University Press. MA: Course Technology. Heinich, R., Molenda, M., Russell, J. D., & Smaldino, S. E. (1999). Instructional media and technologies for learning. Upper Saddle River, NJ: Prentice-Hall. Alessi,S. & Trollip,S.(2001) Multimedia for Learning . Needham, MA: Allyn & Bacon, 2001 Mayer, R. (2005). The Cambridge Handbook of Multimedia Learning. New York: Cambridge University Press Adobe Fireworks CS5 Classroom in a Book:Adobe Training book Audacity. The Free, Cross-Platform Sound Editor (http://audacity.sourceforge.net) (http://scratch.mit.edu/)