Title
Authoring for Multimedia Applications

Code
CI175

Level
4

Credit Rating
20

Prerequisites
None.

Type
Double length over two semesters

Aims
The aim of this module is to equip students with the knowledge and skills required to integrate a range of multimedia assets – graphic images, sounds, text, video – into an effective and appropriate stand-alone multimedia application. Students will gain a critical awareness of potential benefits of multimedia applications in a range of domains.

Learning Outcomes/ Objectives
By the end of the module the students should be able to:

LO1 design an effective and appropriate multimedia application to an agreed brief
LO2 implement a multimedia application in an authoring environment, integrating sound, static images, text, moving images and interactive elements
LO3 demonstrate an understanding of the technical issues affecting the design and development of an multimedia application
LO4 explain ethical and legal issues relevant to multimedia authoring and production

Content
Multimedia Applications: issues and examples
- Genres of multimedia application
- Critical analysis of classic multimedia applications

Design
- Design methods for multimedia projects
- Design principles for navigation and information retrieval
- Authoring tools: the range of paradigms
- Packaging and distribution via Web, kiosk, e-cards, CD-ROM and DVD

Practical Skills
- Scripting languages
- Practical use of an authoring tool
- Scripting functions and procedures
Teaching and Learning Strategies
The module begins with a series of lectures introducing the major genres and some key products. The major focus of the rest of the module is developing mastery of a complex authoring package via the development of a succession of small tasks and a more extensive personal project. Practical hands-on sessions will be used to develop practical skills using online help and tutorial material. Fundamental issues and concepts will be introduced via multimedia enhanced lectures and explored in practical workshops.

Learning Support
Appropriate software and hardware.

Indicative texts:

Assessment
1. Portfolio (50%) (LO1, LO3, LO4)
2. Group assignment: (50%) (LO2)
   - Provides summative assessment of achievement of theory oriented aspects of the learning objectives
   - Sat at the end of the first semester

Brief description of module and/or aims
This module aims to equip students with a critical awareness of the main multimedia application types, together with the knowledge and skills required to integrate a range of multimedia assets — graphic images, sounds, text, video — into an effective and appropriate stand-alone multimedia application.

Area Examination Board
Computing

Module team/authors
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Date of first approval

Date of last revision

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Version Number

Replacement for Previous Module

School Home
School of Computing, Engineering and Mathematics

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