

Liverpool John Moores University

Title: FUNDAMENTALS OF MULTIMEDIA
Status: Definitive
Code: **4014COMP** (119648)
Version Start Date: 01-08-2013

Owning School/Faculty: Computing and Mathematical Sciences
Teaching School/Faculty: Computing and Mathematical Sciences

Team	Leader
Andrew Laws	Y

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 74.00
Total Learning Hours: 240
Private Study: 166

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Practical	48.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio of individual multimedia artefacts	40.0	
Exam	AS3	Examination	40.0	2.00
Report	AS2	Group design of integrated multimedia project	20.0	

Aims

To provide an introduction to the theory and concepts of the various media components of multimedia development.

To link theory and practice by providing practical experience of developing multimedia elements using a variety of tools.

To integrate the theory and practice of multimedia development through design.

Learning Outcomes

After completing the module the student should be able to:

- 1 Develop applications that use multimedia data types appropriately.
- 2 Design and develop integrated multimedia applications.
- 3 Explain and characterise the various types of multimedia data.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio	1
Examination	3
Group design	2

Outline Syllabus

Fundamentals of the digital representation of media

Colour Theory and Models

Online and print media

Graphics

-Bitmapped images

-Vector graphics

-3D Images and models

File Format considerations

Text and typography

Animation

Sound

Multimedia hardware

Audio/Speech capture, synthesis and recognition

Video

Media delivery – e.g. multimedia internet streaming

Multimedia requirements capture

Design aspects of Multimedia development

Multimedia project, planning, estimation and delivery

Learning Activities

Lectures will concentrate on the necessary theory of these topics while hands-on practical sessions will develop the capabilities to understand and use multimedia development tools.

References

Course Material	Book
Author	Chapman, N. and Chapman, J.
Publishing Year	2011
Title	Digital Multimedia
Subtitle	
Edition	
Publisher	Wiley & Sons
ISBN	978-0-470-51216-6

Course Material	Book
Author	Chapman, N. and Chapman, J.
Publishing Year	2007
Title	Digital Media Tools
Subtitle	
Edition	
Publisher	Wiley & Sons
ISBN	978-0-470-01227-7

Course Material	Book
Author	Wood, A.
Publishing Year	2011
Title	The Graphic Designer's Digital Toolkit
Subtitle	
Edition	5th Edition
Publisher	Delmar-Cengage Learning
ISBN	978-1-111-13801-1

Course Material	Book
Author	England, E. and Finney, A.
Publishing Year	2007
Title	Managing Interactive Media
Subtitle	Project Management for Web and Digital Media
Edition	4th Edition
Publisher	Addison Wesley
ISBN	978-0321436931

Course Material	Book
Author	Kane, J.
Publishing Year	2011
Title	A Type Primer
Subtitle	
Edition	2nd Edition
Publisher	Laurence King Publishing
ISBN	978-1-85669-644-9

Notes

This module provides the student with the concepts, methods, techniques and experience to understand and develop rich digital multimedia applications.

Find great deals on eBay for digital multimedia. Shop with confidence. 6.2" Digital Multimedia MP5 Player Radio Car Stereo FM BT Touchable USB GPS Kit. New (Other). C \$212.57. From China. Was: Previous Price C \$250.08 15% off. or Best Offer. +C \$38.28 shipping. Digital multimedia is often interactive. People can interact with multimedia using playback controls, or more innovatively using direct manipulation, and they can interact through multimedia " user interfaces that incorporate multimedia elements permit new ways of working with data and computation. Digital Multimedia is the best selling core text for undergraduate and masters courses in Digital multimedia synonyms, Digital multimedia pronunciation, Digital multimedia translation, English dictionary definition of Digital multimedia. pl.n. The combined use of media, such as movies, music, lighting, and the internet, as for education, entertainment, or advertising. adj. 1. Of or relating Digital Multimedia Broadcasting (DMB) is a digital radio transmission technology developed in South Korea as part of the national IT project for sending multimedia such as TV, radio and datacasting to mobile devices such as mobile phones, laptops and GPS navigation systems. Terrestrial DMB (T-DMB) designed based on the Eureka-147 DAB, uses VHF Very High Frequency (30-300 MHz) channel 7 to 13, 174-216 MHz MegaHertz (MHz) 10^6 Hz.