UNIVERSITY OF SARGODHA

DEPARTMENT OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY

COURSE OUTLINE class: Ex PPP BSCS 6th D & E Spring 2020

Course Title: **Multimedia System and Design**

Course Code: **CS-3743**

Credit Hours: **3**

*Prerequisites: Basic introduction of any multimedia software*

Instructor: Khansa Saleem

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DESCRIPTION & OBJECTIVES

*The course introduces students with the complete process of multimedia system specifications, formats, design, testing, and prototyping, including the tools and techniques for integrating multimedia content into a product.*

REFERENCE MATERIAL \ READINGS

1. Multimedia Making It Work Eighth Edition by Tay Vaughan, McGraw-Hill Osborne Media; 8th Edition (this book will be followed in a class)
2. Digital Multimedia by N. Chapman and J. Chapman. 2nd Edition
3. The Technology of Video and Audio Streaming by David Austerberry, Focal Press; 2nd Edition
4. Multimedia Foundations: Core Concepts for Digital Design by Vic Costello, Ed Youngblood and Susan Youngblood, Focal Press; 1st Edition

COURSE CONTENTS

**Chapter 1**. Overview of multimedia systems, where to use multimedia and delivering multimedia

**Chapter 2**. Text, The power of meanings, Font Faces, Using text in Multimedia, Font Editing & Design, Paint, MS-Word, Adobe Dreamweaver, HTML Basics (HTML Tables, Frames, HTML Forms).

**Chapter 3**. Images (JAVASCRIPT, Hypermedia and Hyper Text, Image Handling, Types of Images, Compressions, Color and Image File Formats).

**Chapter 4**. Audio, The power of Sound, Digital Audio, MIDI Audio, Difference between Digital v/s MIDI Audio, Multimedia Sound System, Audio File Formats, Factors affecting Sound.

**Chapter 5**. Animation, The power of Animation, Principles of Animation, Making Animation That Work, Making Animation using Adobe Flash.

**Chapter 6**. Video, Using Video, How Video works and is displayed, Analog and Digital Video Technologies and displays, Shooting and Editing Video.

**Chapter 7**. Making Multimedia, Intangibles, Software, Hardware Requirements, Authoring System

**Chapter 8**. Multimedia Skills, The Team, Multimedia Skills, The Sum of Parts

**Chapter 9**. Planning and Costing, The process of Making Multimedia, Scheduling and Estimating, RFPs and Bid Proposals

**Chapter 10**. Designing and Producing (Designing the history, structure and interface, working with clients, tracking and copyright rules).

**Chapter 11**. Content and talent, Acquiring Content, Acquiring Talent, Ownership of content created for a project

**Chapter 12**. Internet and Multimedia (Internet history and working, multimedia on web).

**Chapter 13**. Designing for the world wide web (Developing text, image, sound, animation and video for web)

**Chapter 14**. Delivering (Testing, preparing for delivery on CD ROM, DVD and on World wide web)

**Weekly Plan \** **COURSE SCHEDULE**

|  |  |  |
| --- | --- | --- |
| Week | Topics and Readings | Dates |
| 1. | What is Multimedia, Where to use Multimedia, Delivering Multimedia |  |
| 2. | Text, The power of meanings, Font Faces, Using text in Multimedia, Font Editing & Design, Paint, MS-Word, Adobe Dreamweaver, HTML Basics |  |
| 3. | Notepad ++ , HTML Tables, Frames, HTML Forms |  |
| 4. | Images (JAVASCRIPT, Hypermedia and Hyper Text, Image Handling, Types of Images, Compressions) |  |
| 5. | Color, Image File Formats, Audio, The power of Sound, Digital Audio, MIDI Audio, Audio, |  |
| 6. | Difference between Digital v/s MIDI Audio, Multimedia Sound System, Audio File Formats, Factors affecting Sound |  |
| 7. | Video, Using Video, How Video works and is displayed, Analog and Digital Video Technologies and displays, Shooting and Editing Video |  |
| 8. | Animation, The power of Animation, Principles of Animation, Making Animation That Work, Making Animation using Adobe Flash |  |
| 9. | Mid Exam |  |
| 10. | Making Multimedia, Intangibles, Software, Hardware Requirements, Authoring System |  |
| 11. | Multimedia Skills, The Team, Multimedia Skills, The Sum of Parts |  |
| 12. | Planning and Costing, The process of Making Multimedia, Scheduling and Estimating, RFPs and Bid Proposals |  |
| 13. | Designing, Producing, Acquiring Content, Acquiring Talent |  |
| 14. | Ownership of content created for a project, Internet and Multimedia |  |
| 15. | Designing for the world wide web, Delivering, Testing |  |
| 16. | Final Exam |  |

ASSIGNMENTS

1. After reading the concepts of designing, a designing assignments will be given for mid term and final term.
2. After reading the concepts of recording, a class activity or assignment will be given on recording content and also on sketching logo.
3. After knowing the concepts of designing a class assignment will be given for animation on macromedia flash.

RESEARCH PROJECT

For the assessment of course objectives, analyze the scores of the various course assignments. These may consist of handouts given by the class instructor, discussion forums, or selected questions out of the textbook.

ASSESSMENT CRITERIA

Sessional: 20

* Assignment for midterm: 10
* Assignment of for final term: 10

Mid exam: 30

Final exam: 50

RULES AND REGULATIONS

1. A student must have attended at least 75% of the classes held in a course in order to be allowed to sit in the final examination.
2. In case, the student remains absent from the class for seven consecutive days without leave his/her name will be removed from the rolls.
3. Students having less than 50% marks (grade F) or less than 75% class attendance in this course. He will be required to repeat this course in the same semester next year. Names of such students will be reported by the internal controller of examination CS & IT, UOS.
4. Late assignment will not be accepted or his/her assignment will be graded as zero.