

### Course Description

The course focuses on both the high level design concepts for creative multimedia marketing, as well as equipping the students with the necessary tools to manipulate digital media. The course covers theories such as strategy formulation, company branding, human perceptions, as well as fundamental implementation skills such as audio data processing, special image effects, and video handling techniques. *Exclusion(s):* ELEC 3170 *Background:* Basic computer operation such as using Powerpoint. Students without any computer knowledge are recommended to take COMP 1001 first.

### List of Topics

#### **Lecture Topics**

1. What's Media
2. Design Principle
3. Visual Media and Vision
4. Digital Image
5. Crowd Accelerated Innovation
6. Image Compression
7. Arts and Designs
8. Image Formats
9. Animation
10. Sounds and Sound Effects
11. Digital Audio Processing
12. Audio copyright
13. Audio File Size
14. Audio Format
15. Interactivity
16. Interaction Design
17. Selected Creative Task
18. Storytelling
19. Basic Video
20. Transition Effect
21. Video Style
22. After Effects
23. Video Shooting
24. Production Crew
25. Time flow motions
26. Chroma Key
27. Social Media for Production

## **Lab Topics**

1. Basic Image Processing
2. Advanced Image Processing
3. Animation with HTML 5
4. Audio Processing and Editing
5. Interactivity
6. Storyboards
7. Basic Video Editing
8. Video Shooting And Editing
9. Chroma Key
10. Time Flow Motion

## Statement of Objectives/Outcomes:

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

CO1 – come up with design concepts of a digital media presentation for selected target audiences or purposes.

CO2 – analyze and evaluate digital media from artistic, business and technical perspectives

CO3 – create digital media (e.g., web, image, animation, video) using multimedia tools

CO4 – adopt online multimedia systems/ networks with their prepared digital media to convey for themselves, companies and organizations