

# **School of Information Technology International Business College**

7 Greenfield Parade  
Bankstown 2200 NSW Australia

## **Interactive Multimedia Principles**

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### **Aim of Unit:**

Interactive Multimedia Principles is focused on the planning and creation of interactive Multimedia presentations. It is expected that during the course each student will develop a cohesive, functional and attractive multimedia presentation. Project development is undertaken using currently available authoring software. Key issues related to the presentation and development of multimedia projects for use in web and non-web environments are explored. The goal of the subject is to introduce students to both the theory and concepts underlying Multimedia research and practice.

### **Unit Outline:**

- Identify the issues relating to media such as perception, representation, presentation, storage and transmission.
- Develop a conceptual understanding of the audio components of media and its production, representation and processing.
- Develop a conceptual understanding of the image components of media (images/video) and their production, colour representation, compression and processing.
- Examine and develop the ability to quantify the basic computer architecture and operating system requirements for multimedia.
- Recognise and understand the rationale and uses of the different authoring system paradigms.
- Identify the stages involved in the planning and execution of a multimedia design project and apply these to an individual project.

**Mode of Delivery:**

Two hours lecture per week.

One hour tutorial per week.

**Unit Assessment:**

Assignments	20 %
Mid-Semester Test	20 %
Final Examination	60 %

**Assessment Requirements:**

Students must receive 50% or more for each part of Unit Assessment in order to pass the subject.

**Student Workload:**

Students will have 3 hours per week face-to-face learning during semester.

Students are expected to work at least 4 hours per week out of class.

**Text Book:**

Vaughan Tay, "Multimedia - Making it Work", Sixth Edition,  
Osborne/McGraw Hill, 2004

**Recommended References:**

1. Shuman James, "Multimedia Concepts", Course Technology, Thompson Learning, 2001
2. Johnson Steven, "Macromedia Director MX: Design Professional", Course Technology, Thompson Learning, 2004

## Subject Schedule

Weeks	Lecture/Tutorial Topics	Assignments	Reading from Text Book
1	What is Multimedia, Introduction to Making Multimedia	Assignment #1	Chapters 1,2
2	Multimedia Skills	Assignment #2	Chapter 3
3	Text, Sound, Images	Assignment #3	Chapters 4,5,6
4	Animation, Video	Assignment #4	Chapters 7,8
5	Hardware, Basic Software Tools	Assignment #5	Chapters 9,10
6	Multimedia Authoring Tools	Assignment #6	Chapter 11
7	The Internet and How It Works <b>Mid-Semester Test</b>	Assignment #7	Chapter 12
8	Tools for the World Wide Web, Designing for the World Wide Web	Assignment #8	Chapters 13,14
9	Planning and Costing	Assignment #9	Chapter 15
10	Designing and Producing	Assignment #10	Chapter 16
11	Content and Talent	Assignment #11	Chapter 17
12	Delivering	Assignment #12	Chapter 18
13	Revision		
14	<b>Final Examination</b>		