

MODULE DESCRIPTOR

MODULE TITLE	MULTIMEDIA PRODUCTION		
MODULE CODE	TE1775 (L4)	CREDIT VALUE	20 CREDITS (10 ECTS)
CAMPUS	UCLAN CYPRUS		
SCHOOL	SCHOOL OF SCIENCE		

MODULE AIMS

This module aims:

- To develop an understanding of basic animation techniques for use in multimedia production.
- To develop skills in the use of multimedia authoring tools.
- To develop skills in design planning for the moving image.
- To develop skills in iterative design processes.

MODULE CONTENT

- Principles of conventional animation.
- Use of Multimedia Authoring tools.
- Basics of communication theory.
- Design principles for the moving image.
- Prototyping, wire framing, sketching, animatics, maps and diagrams for multimedia design.
- Motion Graphics.
- Basic compositing for video.
- Basic sound creation and design for multimedia.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Formulate prototypes for time-based multimedia products.
2.	Make effective use of a range of multimedia production techniques.
3.	Assemble and combine video, audio, type and image to create time-based multimedia products.

TEACHING METHODS

Lectures will explain transferable concepts and techniques. In the workshops, students will explore or apply these concepts and techniques in practical experimentation or observe a practical demonstration.

Several workshops will involve analysing communication problems and exploring media-rich solutions to these. In other workshops, students will make develop skills in using multimedia software.

Assignments will assess the students' understanding of multimedia authoring processes and techniques. Formative feedback will be provided to allow students to improve their assignments prior to final assessment.

ASSESSMENT METHODS

This module is assessed through an Animatic Assignment and a Multimedia sequence.