Fundamental of Digital Media Design

Course Information

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Communitising Technology

Course Synopsis

This course provides the student with the foundation of digital media design using multimedia software. Students will learn to capture media and manipulate them in creating an interactive design. Elements of multimedia and the principles will be applied in this project-based curriculum.

Students will also be exposed to theory and fundamental concepts of multimedia, its applications and the techniques involved. Topics to be covered includes five elements of multimedia such as text, graphic, audio, video and animation & the art of multimedia.

Course Outcome

Course Outcome 1 - Shows an understanding of digital media concept, principles, terminology, software and necessary equipment in design.

Course Outcome 2 - Manipulate digital media using various software/tools in designing materials that suitable for any issues/events.

Course Outcome 3 – Work effectively to achieve the goal by building a good relationship & interaction among group members.

References

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- Zhe-Nian Li, Mark S. Drew.S & Jiangchuan Liu. Fundamentals of Multimedia (Texts in Computer Science) 2nd ed. 2014 Edition. Springer Publication. 2014. ISBN-13: 978-3319052892.

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