

CN 2305 MULTIMEDIA LAB LEVEL 4**UK CREDITS:15**

(Updated: Spring 2015)

PREREQUISITES:

WP 1010 Introduction to Academic Writing
WP 1111 Integrated Academic Writing & Ethics
CS 1070 Introduction to Information Systems

**CATALOG
DESCRIPTION:**

Introduction to multimedia; communicating ideas through multimedia; using video, image, audio and appropriate communication styles to develop presentations and equip students with technology skills needed in later courses.

RATIONALE:

The course gives students multimedia preparation skills that will be useful to them in their studies and careers. Students learn how to apply image, video and audio editing tools and techniques to create visual presentations directed at target audiences.

LEARNING OUTCOMES:

As a result of taking this course, the student should be able to:

1. Understand basic tools used to manipulate sound, images, video and text.
2. Apply the tools of technology to communicate a specific message.
3. Demonstrate basic knowledge of creative storytelling using images, video and sound.
4. Demonstrate understanding of the range of media used in audiovisual applications.

**METHOD OF TEACHING AND
LEARNING:**

In congruence with the teaching and learning strategy of the College, the following tools are used:

- Class lectures, interactive learning (class discussions, internet searches), and video presentations.
- Exercises are assigned to be worked on in-class and as homework, which are reviewed in class.
- Office hours: students are encouraged to make full use of instructor's office hours to ask questions, go over their exams and papers, or go over lecture material.
- Use of a Blackboard site where video tutorials, notes, assignment instructions, announcements, and other materials related to the course are posted.
- Peer tutoring is also available to students who choose to get additional help.

ASSESSMENT:**Summative:**

<i>Midterm Project</i> –preparation of an image manipulation solution using image editing tools and techniques	50
<i>Final Project</i> – preparation an audio-visual solution using audio and video editing tools and techniques	50

Formative:

Coursework – in class exercises	0
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The formative “Coursework” aims to prepare students for the projects.

Project 1 tests learning outcomes 1 and 2

Project 2 tests learning outcomes 1-4

INDICATIVE READING:**REQUIRED READING:**

Instructor Notes and online presentations

RECOMMENDED READING:

Abela A., *Advanced Presentations by Design: The New Science for Seriously Influential Presentations*, John Wiley and Sons Ltd., United States, 2008.

Duarte N., *Resonate*, John Wiley and Sons Ltd, US, latest edition.

Faulkner A., Gyncild B. *Adobe Photoshop CC Classroom in a Book*, Adobe Press, June 2014.

Jago M., *Adobe Premiere Pro CC Classroom in a Book*, Adobe Press, September 2014.

INDICATIVE MATERIAL**REQUIRED MATERIAL:**

Instructor video tutorials

Adobe TV video tutorials assigned by the instructor

SOFTWARE REQUIREMENTS:

Adobe Creative Cloud software suite, Microsoft Word

WWW RESOURCES:

<http://helpx.adobe.com/creative-cloud.html>
<http://tv.adobe.com/>

INDICATIVE CONTENT:

- 1) Graphic design principles (C.A.S.P.E.R.)
- 2) Image editing
 - a) Basic typography
 - b) Making selections
 - c) Layers and channels
 - d) Image Enhancements
 - e) Image Adjustments

- f) Saving graphic files for print, web and other media

3) Video editing

- a) Basic video editing techniques
- b) Transitions
- c) Video effects
- d) Titles
- e) Audio effects
- f) Exporting video for different platforms and uses

4) Audio editing

- a) Basic audio editing
- b) Noise reduction
- c) Sound removal
- d) Fade in and out
- e) Creating background music