

DEREE COLLEGE SYLLABUS FOR:													
ITC 3163 TIME BASED MULTIMEDIA (Fall 2021)	3/0/3 UK LEVEL: 5 UK CREDITS: 15												
PREREQUISITES:	ITC 2039 Concepts in Multimedia and Web Design <i>or equivalent</i>												
COREQUISITES:	None.												
CATALOG DESCRIPTION:	Time based methodological approaches. Video and audio processing. Design sequences, codecs, compositing, keying, tracking, effects, titling, motion graphics, illusions, and transformation. Hardware and software integration.												
RATIONALE:	The course exposes students to techniques for animated and/or audio/video sequences. Students have the opportunity to develop skills required for combining visual and audio elements from separate sources into a single scene and design time-based media for deployment across a range of contemporary media platforms.												
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Identify practices in existing animation, video, and audio. 2. Analyse techniques and design processes used in audio-visual motion design sequences. 3. Utilize video and audio editing software to develop digital A/V products from concept to completion. 												
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> • Classroom lectures, discussions, and review of real-world cases based on specific theoretical concepts. Laboratory practical sessions. • Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material. • Use of the Blackboard Learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 												
ASSESSMENT:	<table border="1"> <tr> <td colspan="2">Summative:</td> </tr> <tr> <td>1st assessment: Midterm Examination combination of short essay questions and case problems</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>2nd assessment: Portfolio of student work and oral assessment</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Final assessment: Project requirements analysis/video and audio clip editing / processing /documentation</td> <td style="text-align: right;">60%</td> </tr> <tr> <td colspan="2">Formative:</td> </tr> <tr> <td>In-class and take-home short problems</td> <td style="text-align: right;">0%</td> </tr> </table> <p>The formative assessments aim to prepare students for the summative assessments and expose them to teamwork. The 1st summative assessment tests the LOs 1, 2. The 2nd summative assessment tests the LOs 1-3.</p>	Summative:		1 st assessment: Midterm Examination combination of short essay questions and case problems	30%	2 nd assessment: Portfolio of student work and oral assessment	10%	Final assessment: Project requirements analysis/video and audio clip editing / processing /documentation	60%	Formative:		In-class and take-home short problems	0%
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	<p>The final summative assessment tests the LOs 1-3.</p> <p><i>The final grade for this module will be determined by averaging all summative assessment grades, based on predetermined weights for each assessment. If students pass the final summative assessment, which tests all Learning Outcomes for this module, and the average grade for the module is 40 or above, students are not required to resit any failed assessments.</i></p>
INDICATIVE READING:	<p>REQUIRED READING:</p> <ol style="list-style-type: none"> 1. Chapman N., Chapman J. (2009). <i>Digital Multimedia</i>, John Wiley & Sons Ltd. 2. Bruce Fries, Marty Fries. (2005). <i>Digital Audio Essentials</i>, O'Reilly, Safari Books. 3. Adobe Video and Audio Collection software manuals 4. Instructor Notes and On-Line Help <p>RECOMMENDED READING:</p> <ol style="list-style-type: none"> 1. Brie Gynclid & Lisa Fridsma (2021). <i>Adobe After Effects Classroom in a Book</i>, AdobePress. 2. Maxim Jago (2021). <i>Adobe Premiere Pro CC Classroom in a Book</i>, Adobe Press. 3. Greenberg J. (2013). <i>Adobe Premiere Pro Studio Techniques</i>, Adobe Press. 4. Harrington R. (2011). <i>An Editor's Guide to Adobe Premiere Pro</i>, Peachpit Press. 5. Herbert Zettl. (2010). <i>Video Basics</i>, Cengage learning. 6. Ling Guan, Sun-Yuan Kung, Jan Larsen, S. Y. Kung. (2012). <i>Multimedia Image and Video Processing</i>, CRC Press.
INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i>	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
COMMUNICATION REQUIREMENTS:	<p>Daily access to the course's site on the College's Blackboard CMS.</p> <p>Communication using proper written and oral English.</p> <p>Use of word processing and/or presentation graphics software for documentation of assignments.</p>
SOFTWARE REQUIREMENTS:	<p>MS-Office</p> <p>Adobe Premiere Pro</p> <p>Adobe Audition</p> <p>Adobe After Effects</p>
WWW RESOURCES:	<p>Information on several of Adobe's multimedia software products. http://www.adobe.com A digital media net community http://videoediting.digitalmedianet.com/ Video editing tips and techniques http://www.videomaker.com/learn/post-production/video-editing/</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Video and audio technologies 2. Video and audio editing environment 3. Playing and watching media 4. The editing workflow

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| | <ol style="list-style-type: none">5. Video transitions and effects6. Audio techniques and integration7. Applying audio effects and mixing8. Project titling and templates9. Advanced editing techniques10. Multi-platform delivery11. Time Code and duration12. Animating a multimedia presentation13. Rendering and outputting |
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