

| General Information | | | | | | |
|--|---------|--------------------|----------------------------------|--|----------|---|
| Course Code | ITEC241 | Level/Year | 4 th /2 nd | Required (R) / Selected Elective (SE) | | R |
| Credit Hours | Theory | 2 | Lab | 1 | Total | 3 |
| Prerequisites | NONE | Course Coordinator | | Ms. Durdana Taranum | | |
| Corequisites | NONE | Track Leader | | Dr. Nadim Rana | | |
| Course Description | | | | | | |
| <p>This course is designed to provide the fundamental concepts and techniques of multimedia system components (text, image, sound, animation, and video) and how they are used to create multimedia contents. Some of the key areas covered by the course are: Multimedia authoring tools, Hypertext and Hypermedia content creation, and user interfaces design and development, multimedia skills, animation principle, multimedia project requirements, and implementing interactive multimedia applications will also be covered. Students will be familiarized with the range of authoring, editing and scripting tools for multimedia development.</p> | | | | | | |
| Course Objectives : On completion of the course, the student will be able to: | | | | | | |
| <ul style="list-style-type: none"> • Understand fundamental multimedia building blocks, including Text, Image, Sound, Video and Animation. • Develop the skills required for producing, editing and integrating the multimedia elements using authoring tools. • Create interactive applications, through programming or scripting, particularly for the Web. | | | | | | |
| Course Contents | | | | | | |
| List of Topics | | | | | Weeks | |
| CH 1: Introduction to Multimedia | | | | | 1,2 | |
| CH 2: Text | | | | | 3,4 | |
| CH 3: Images | | | | | 5,6,7 | |
| CH 4: Sound | | | | | 8,9, | |
| CH 5: Video and Animation | | | | | 10,11,12 | |
| CH6: Making Multimedia | | | | | 13,14,15 | |
| Textbook | | | | | | |
| <ul style="list-style-type: none"> • Elements of multimedia, 1st Edition By Banerjee, Sreeparna , CRC Press, 2019, ISBN: 9780429433207 | | | | | | |

| Reference Materials | | | | | | |
|--|---|--------|----------------|------|------|----------------|
| <ul style="list-style-type: none">Fundamentals of multimedia, 3rd Edition by Ze-Nian Li, Mark S. Drew, Jiangchuan Liu, Springer, 2021, ISBN: 9783030621230 | | | | | | |
| Course Learning Outcomes | | | | | | |
| CLO | Description | | | | | Mapped PI |
| CLO#01 | Describe the basic concepts of multimedia elements (text, image, audio, video, and animation) and its uses. | | | | | PI 1.1 |
| CLO#02 | Identify different areas of applications, authoring tools, and terminology in recent multimedia production. | | | | | PI 1.3 |
| CLO#03 | Explain various types of multimedia building blocks and its practices in multimedia design. | | | | | PI 2.1 |
| CLO#04 | Develop skills for selecting and applying right tools and devices in multimedia production. | | | | | PI 2.2 |
| CLO#05 | Design multimedia rich elements and interactive applications through programming or scripting language, particularly for the Web. | | | | | PI 2.3 |
| CLO#06 | Demonstrate the ability to communicate basic and technical multimedia skills in oral and written form. | | | | | PI 3.1, PI 3.2 |
| CLO-PI-SO Mapping | | | | | | |
| | SO-1 | SO-2 | SO-3 | SO-4 | SO-5 | SO-6 |
| CLO#01 | PI 1.1 | - | - | - | - | - |
| CLO#02 | PI 1.3 | - | - | - | - | - |
| CLO#03 | - | PI 2.1 | - | - | - | - |
| CLO#04 | - | PI 2.2 | - | - | - | - |
| CLO#05 | - | PI 2.3 | - | - | - | - |
| CLO#06 | - | - | PI 3.1, PI 3.2 | - | - | - |