



MODULE SPECIFICATION

Part 1: Information			
Module Title	Multimedia Studio		
Module Code	UFCFY5-30-1	Level	Level 4
For implementation from	2018-19		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Contributes towards	Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2018-19 Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2018-19 Digital Media [Sep][FT][SHAPE][3yrs] BSc (Hons) 2018-19 Digital Media [Aug][PT][SHAPE][6yrs] BSc (Hons) 2018-19		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes.</p> <p>Outline Syllabus: Text and font characteristics, HTML, XML, VRML, Image editing techniques: Scaling, transforming, applying filters, optimizing, composite images, vector graphics. Various graphics file formats, e.g. JPEG, GIF, PNG, SVG, Photographic technologies and related equipment.</p> <p>Sound recording and processing: hardware, line-in, line-out, microphone types, speakers, MIDI, signal processing, filters, echo, reverb, EQ, noise reduction, sampling, sequencing, mixing, loops, fade-in, fade-out, voice-over techniques, studio equipment, copyright.</p>

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Script-based control and navigation, designing and coding scripts, object-oriented programming techniques, processing keyboard data. Mouse driven events and interaction: selection, rollover, drag and drop, program logic control structures, verification, and validation of data, testing and debugging, deployment emulation.

Use and application of 3D Modelling tools for the generation of multimedia content and associated development scenarios.

Video capture and editing post- production effects, video formats, transitions, codecs setup and connectivity, video production techniques, storyboarding, scripting.

File formats, storage media: CDROM, DVD, Flash Memory, current and emerging device connectivity: Blue Tooth, Firewire, USB, SATA.

Deployment technologies: HTML, Web GL, CSS3, Perl, PHP, ASP, JSP, Java, and other propriety formats.

Teaching and Learning Methods: Students will learn through a combination of lectures and practical activities undertaken in a studio environment. Students will be expected to learn independently and carrying out reading and directed study beyond that available within the lectures.

Students will be expected to establish their personal UWE student website portfolio of interactive media-driven web pages. This will serve as a framework to explore and consolidate their skills and understanding of contemporary media technologies and associated software applications.

Contact time: 72 hours

Assimilation and development of knowledge: 148 hours

Exam preparation: 20 hours

Coursework preparation: 60 hours

Total study time: 300 hours

Part 3: Assessment

Students will be expected to carry out several tutorial activities which will contribute to their portfolio assessment component. Each activity will be awarded a mark for its completion and web deployment where appropriate.

The assignment for this module will be designed to consolidate the students' knowledge and practical skills in relation to the learning outcomes and to provide independent learning and problem solving.

Assessment criteria will be established against learning outcomes and objectives provided in the assignment specifications.

End examination of two hours duration.

First Sit Components	Final Assessment	Element weighting	Description
Set Exercise - Component B		35 %	Assignment with supporting documentation
Portfolio - Component B		35 %	Website portfolio with supporting documentation
Examination - Component A	✓	30 %	Examination

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Resit Components	Final Assessment	Element weighting	Description
Set Exercise - Component B		70 %	Assignment with supporting documentation
Examination - Component A	✓	30 %	Examination

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will be able to:	
	Module Learning Outcomes	
	MO1 Identify, create and deploy a range of digital media formats and discuss their use in an appropriate context	
	MO2 Use a range of technologies and related toolsets applicable within the context of multimedia authoring	
	MO3 Recognise the creative and technical processes involved in establishing a website	
	MO4 Design, implement test / debug and deploy interactive media-driven webpages to a given specification	
	MO5 Compare and critically evaluate software and related hardware associated with multimedia technologies	
	MO6 Consider the significance and likely impact of new and emerging digital technology	
Contact Hours	Contact Hours	
	Independent Study Hours:	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/ufcfy5-30-1.html</p>	