Module Specification

Fundamentals of Multimedia

Version: 2022-23, v1.0, 16 Mar 2022

Contents

Part 1: Information

Module title: Fundamentals of Multimedia

Module code: UFCFG1-15-0

Level: Level 3

For implementation from: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: The British College Nepal

Delivery locations: The British College Nepal

Field: Computer Science and Creative Technologies

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: N/A

Part 2: Description

Overview: This module introduces students to a range of media practices relating to the production of media content.

Features: Not applicable

Educational aims: The aim of this course is to help students develop an understanding of the fundamental principles of multimedia systems and how they are

being developed and applied. The course will explain the technologies underlying digital images, videos and audio contents, including various compression techniques and standards, and the issues to deliver multimedia content over the Internet. Students are expected to produce a portfolio of work containing a range of production work and show an understanding of media practice.

Outline syllabus: The syllabus covers:

Introduction and Theory -I
Introduction and Theory -II
Text ,Image/ Graphics - I
Image/ Graphics - II
Image/ Graphics - III,
Illustrator -I
Illustrator -II
Audio/ Video, Audio/ Video Editing,
2D animation using Photoshop.

Part 3: Teaching and learning methods

Teaching and learning methods: Lecture: In person, Blended Learning, Tutorials, Seminars, Online Lectures.

Lectures will be used to introduce much of the material, with example demos being used as part of the module. There will be a range of lab exercises designed to reinforce the theory and develop designing skills .

Example software tools that will be covered during the course are Photoshop version 7 and above and Illustrator.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate an understanding of the foundational principles of the vocabularies behind multimedia (sound, image, text) the file types associated with them, and some of the software applications used to manipulate them.

MO2 Effectively edit and manipulate images using software tools such as photoshop, illustrator etc.

MO3 Design a multimedia artefact.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 102 hours

Face-to-face learning = 48 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://rl.talis.com/3/uwe/lists/AAB60910-3CA5-D1E4-B13F-C48677026353.html?lang=en-GB&login=1

Part 4: Assessment

Assessment strategy: The assessment strategy for this module is based on students understanding the key concepts and tools of multimedia design and implementation through engagement with the creation of a multimedia artefact in Component B and development of a design concept in Component A

Assessment Components:

Component A: (40%) Examination
This is a laboratory based examination to assess the student's individual design skills (LO 2 & 3). Students will be provided with a theme with requirements to develop a design concept using appropriate software tools within a two and half hour set time through a series of individual tasks.

Component B (60%) Portfolio

The coursework requires the design and production of a multimedia artefact as set out in the coursework specification. The coursework assesses LO 1, 2 and 3.

During the semester students carry out a series of individual design tasks to progress the completion of the artefact. They are asked to complete portfolio sections describing how they have considered and applied multimedia tools, which they learn during the semester.

The portfolio also requires a reflective element regarding the extent to which they have achieved the specification criteria for the artefact

The portfolio assesses all three learning outcomes for the module and results in a multimedia artefact which can be assessed against a range of criteria given to the students in the coursework specification.

Resit strategy
Examination – an examination resit as in the first sit
Coursework
Students are required to resubmit their portfolio having received a mark for the criteria set for the assessment reworking those elements which failed to reach the pass threshold on the first submission. As the artefact remains the same, the passed elements are included in the resit portfolio forming a single piece of work.

Assessment components:

Examination - Component A (First Sit)
Description: Examination

This is a laboratory based examination (2.5 hours) to assess students' design skills (LO 2 and 3). Students will be provided a theme with requirements to develop a design concept using appropriate software tools within a two and half hour set time through a series of individual tasks.

Weighting: 40 %
Final assessment: No
Group work: No
Learning outcomes tested: MO2, MO3

Portfolio - Component B (First Sit)
Description: Coursework

The coursework requires the design and production of a multimedia artefact as set out in the coursework specification. The coursework assesses LO 1, 2 and 3.
During the semester students carry out a series of individual design tasks to progress the completion of the artefact. They are asked to complete portfolio sections describing how they have considered and applied multimedia tools, which they learn during the semester.
The portfolio also requires a reflective element regarding the extent to which they have achieved the specification criteria for the artefact
The portfolio assesses all three learning outcomes for the module and results in a multimedia artefact which can be assessed against a range of criteria given to the students in the coursework specification.
Weighting: 60 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3

Examination - Component A (Resit)
Description: Examination
This is a laboratory based examination (2.5 hours) to assess their design skills (LO 2 and 3). Students will be provided a theme with requirements to develop a design concept using appropriate software tools within a two and half hour set time through a series of individual tasks.
Weighting: 40 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO2, MO3

Portfolio - Component B (Resit)

Description: Coursework

Students are required to resubmit their portfolio, having received a mark for the criteria set for the assessment, reworking those elements which failed to reach the pass threshold on the first submission. As the artefact remains the same, the passed elements are included in the resit portfolio forming a single piece of work.

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Foundation (Computing) [NepalBrit] FdCert 2022-23