



## **Module Specification**

### **Fundamentals of Multimedia**

Version: 2023-24, v2.0, 19 Jul 2023

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## Part 1: Information

**Module title:** Fundamentals of Multimedia

**Module code:** UFCFG1-15-0

**Level:** Level 3

**For implementation from:** 2023-24

**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

**Field:** Computer Science and Creative Technologies

**Module type:** Module

**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](https://rl.talis.com/3/uwe/lists/AAB60910-3CA5-D1E4-B13F-C48677026353.html?lang=en-GB&login=1) 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 and development of a design concept. Assessment is via lab based examination and portfolio.

The lab-based examination assesses 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.

The portfolio 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 tasks:**

##### **Portfolio** (First Sit)

Description: The coursework requires the design and production of a multimedia artefact as set out in the coursework specification.

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

##### **Examination** (First Sit)

Description: This is a laboratory based examination (2.5 hours) . Students will be provided a theme with requirements to develop a design concept using appropriate software tools within a 2.5 hour set time through a series of individual tasks.

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3

**Portfolio (Resit)**

Description: The coursework requires the design and production of a multimedia artefact as set out in the coursework specification.

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Examination (Resit)**

Description: This is a laboratory based examination (2.5 hours). Students will be provided a theme with requirements to develop a design concept using appropriate software tools within a 2.5 hour set time through a series of individual tasks.

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3

**Part 5: Contributes towards**

This module contributes towards the following programmes of study: