

Course Name : Multimedia							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
IMC 301	B	Fall	3.00	0.00	0.00	3.00	5.00
Lecturer		Alban Tufa, MSc					
Assistant							
Course language		Albanian					
Course level		Program Profesional 2-Vjeçar					
Description		In this course students will be introduced to the current principles and technologies of combined systems, text, graphics, sound, animation and video. Students will also learn how to develop various multimedia programs. Another goal is to learn how images, sounds and videos can be digitized through various programs. Students, in addition to theoretical knowledge about multimedia applications, will engage in individual and group projects to master the latest techniques.					
Objectives		1. Providing the necessary knowledge for multimedia. 2. Explain concepts and equip students with skills for applying these concepts in practice. 3. Enabling students to conceive and implement a multimedia project. 4. Equipping with knowledge on the role that multimedia has today in the era of technological development, to use this knowledge in media, PR, advertising sector, etc.					
Core Concepts		1. Multimedia 2. Text 3. Voice 4. Image 5. Content 6. Video 7. Editing 8. Multimedia Storytelling					
Course Outline							
Week	Topic						
1	Course presentation In this week students are introduced to the syllabus, topics are discussed that will contain the entire course, assessment items, including tests, projects. Also during this lecture, students are introduced to the basic literature, support literature, tools needed during the course, as well as the necessary programs for the continuation.						
2	Introduction to multimedia, fundamentals and fundamental concepts. Multimedia Theory. In this lecture, students are introduced to multimedia as a concept and its meaning, its constituent elements, the short history of multimedia, the difference between the concepts "Media", "Old Media", "New Media", "Digital Media" and "Hypermedia", the types of multimedia devices, multimedia and internet. Also, during this lecture, multimedia platforms and the application of multimedia in everyday life are discussed, such as: Video On Demand; Video Streaming; Multimedia Mail; Multimedia Conferencing; Interactive TV; Media editors; Social media and Mobile Media. "Fundamentals of Multimedia", Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pages 3-16 "Elements of Multimedia", Sreeparna Banerjee CRC Pres 2019, New York, pages 1-15 "Multimedia Foundations: Core Concepts for Digital Design", Vic Costello, 2024, Routledge, pp. 2-32						
3	Multimedia applications and programs, principles and elements of multimedia design. During this lecture, students will be introduced to the types of multimedia programs, starting with Internet-based programs (online), and moving on to offline programs. The lecture will deal with the features of each type of program, the working methods and their main principles. Regarding online programs in treatment, CANVA will be taken; CHLIPCHAMP and CRELLO, while in the offline ones Adobe and Filmora Wondeshare package will be treated. At the end of the lecture, students will deal with the aspects of multimedia creation; multimedia presentation, multimedia product; as well as multimedia distribution, taking into consideration suitable formats to be shared in multiplatform mediums. "Fundamentals of Multimedia", Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pages 16-25 "Elements of Multimedia", Sreeparna Banerjee CRC Pres 2019, New York, pages 15-23 "Multimedia Foundations: Core Concepts for Digital Design", Vic Costello, 2024, Routledge, pp. 2-32						

4	Text in multimedia. Basic principles. The lecture deals with the importance of text in multimedia products, text types, fonts, constituent elements in text, formats and text graphics. The lecture further analyzes the Design aspects of the text; ways to represent text, effective ways to use text, advantages and disadvantages of using text, encryption and decryption, emotions and emojis, text on mobile devices. Finally, text storage formats are listed and discussed. "Multimedia Foundations: Core Concepts for Digital Design", Vic Costello, 2024, Routledge, pp 158-186 "Elements of Multimedia", Sreeparna Banerjee CRC Pres 2019, New York, pages 25-37
5	Basic audio concepts and principles. Digital audio and sound interfaces. In this lecture, the basic concepts of sound will be covered: amplitude; frequency; wrapping; sound characteristics, sound digitization, MIDI concept, sound codes, audio filtering, sound quality and data rate, recording equipment, sound interfaces and music playing devices. Also, the lecture deals with audio formats at the end. "Multimedia Foundations: Core Concepts for Digital Design", Vic Costello, 2024, Routledge, pp 291-322 "Elements of Multimedia", Sreeparna Banerjee CRC Pres 2019, New York, pages 39-66 Fundamentals of Multimedia", Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pages 140-176
6	Presentation with graphics and image data. Image in Multimedia Throughout this lecture, the principles of imaging will be analyzed; image types: bitmap images and vector graphic images; 1 bit images; 8 bit and 24 bit; pixels and image types. The most popular image storage formats (JPEG, GIF, PNG, TIFF, PDF, etc.) will also be covered in this lecture; color and its importance in images. Differences between artistic photography and advertising photography. The lecture also covers games and image formats on mobile devices. "Multimedia Foundations: Core Concepts for Digital Design", Vic Costello, 2024, Routledge, pp 214-252 "Fundamentals of Multimedia", Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pages 53 - 100 "Elements of Multimedia", Sreeparna Banerjee CRC Pres 2019, New York, pages 67-79
7	Basic video concepts and principles. Digital video and display interfaces In this lecture, students will be introduced to the basic concepts of video; video colors; types of video signals; analog video and digital video; recording formats; types of digital video, recording equipment and electronic display equipment. Also during the lecture students will deal with concepts and formats related to video and television as well as video on mobile devices. "Multimedia Foundations: Core Concepts for Digital Design", Vic Costello, 2024, Routledge, pp 223-264 Fundamentals of Multimedia", Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pages 115-137 "Elements of Multimedia", Sreeparna Banerjee CRC Pres 2019, New York, pages 81-91
8	Semi-final exam
9	Multimedia, animation and computer graphics "The lecture provides a comprehensive introduction to the field of animation, starting with foundational concepts and key animation specifications. It explores the relationship between screens and animation, highlighting the ways in which animation enhances digital experiences. Students will gain insight into the most commonly used animation tools and techniques, as well as emerging trends such as virtual reality. The course delves into character design, motion graphics, and visual effects. A balanced approach to both 2D and 3D animation ensures a thorough understanding of the discipline's diverse applications." "Elements of Multimedia", Sreeparna Banerjee CRC Pres 2019, New York, pages 93-104
10	The storage of multimedia products. Multimedia storage is an important concern in the development of multimedia products because a large amount of storage is required due to the presence of streaming media such as audio and video in addition to static media. Even static media such as images consume a significant amount of memory space. There are two aspects of storage, namely, storage devices and storing data in databases. The first part of this lecture discusses storage devices. The last second part of the lecture describes retrieving content from databases, with special reference to images "Multimedia Foundations: Core Concepts for Digital Design", Vic Costello, 2024, Routledge, pp. 33-62 "Elements of Multimedia", Sreeparna Banerjee CRC Pres 2019, New York, pages 149-162
11	Creating multimedia products "The lecture delves into the various methods for creating multimedia products, offering a detailed exploration of the ADDIE model and its role in guiding the design process. It breaks down the different phases of multimedia design, from conceptualization to implementation, while also addressing the principles of multimedia authoring. Key elements of multimedia presentation, such as graphic styles, color principles, and font selection, are discussed to enhance visual communication. Additionally, the lecture covers the integration of hypermedia and hypertext, and provides insights into standards set by the Multimedia and Hypermedia Expert Group (MHEG) for effective multimedia development." "Elements of Multimedia", Sreeparna Banerjee CRC Pres 2019, New York, pp. 133-147

12	Storytelling in entertainment This lecture deals with the importance of telling entertaining stories in multimedia communication, such as feature films of various types and lengths, telling other short stories. The lecture also addresses the ways in which these models of communicating with audiences are constructed, their key features and principles. The treatment takes artistic photos, various video art, video clips, book trailer, and the essential elements that make them up. "Multimedia Storytelling for Digital Communicators in a Multiplatform World", Seth Gitner, Routledge 2016, New York, pp. 227-376
13	Storytelling in journalism This lecture deals with the importance of telling stories of a journalistic nature, how to build a chronicle, the importance of fact, the importance of image fact, voice fact, and other facts needed for a full multimedia reporting. The importance of objectivity and impartiality, as well as the importance of ethics in the production of journalistic products. "Multimedia Storytelling for Digital Communicators in a Multiplatform World", Seth Gitner, Routledge 2016, New York, pp. 227-376
14	Storytelling in strategic communication This lecture will address the theoretical aspects of image narration in the strategic communication approach (advertising). During the lecture will be addressed the important multimedia aspects of telling about an organization, conveying an idea, communicating a product or service, etc. Further, the importance of multimedia storytelling in strategic communication, or the construction of multimedia advertising, will be addressed. "Multimedia Storytelling for Digital Communicators in a Multiplatform World", Seth Gitner, Routledge 2016, New York, pp. 227-376
15	Presentation of projects
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• “Multimedia Foundations: Core Concepts for Digital Design”, Vic Costello, 2024, Routledge, New York • “Fundamentals of Multimedia”, Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Botimi i dytë, Switzerland • “Elements of Multimedia”, Sreeparna Banerjee CRC Pres 2019, New York • “Multimedia Storytelling for Digital Communicators in a Multiplatform World”, Seth Gitner, Routledge 2023, New York
References	• “Multimedia Storytelling for Digital Communicators in a Multiplatform World”, Seth Gitner, Routledge 2016, New York • “Multimedia: Making It Work”, Tay Vaughan, Mc Graw Hill 2011, London • “Digital Communication Communication, Multimedia, Security” Meinel, • “Digital Communication Communication, Multimedia, Security” Meinel, Christoph; Sack, Harald, Springer 2014, New York • “The power of visual Storytelling” Ecaterina Walter & Jessica Gioglio, Mc Graw Hill 2014 • “Audio production worktext: Concepts, Techniques, and Equipment”, Saueil Sauls; Craig A. Stark, Routledge, 2019, New York • “Mobile and Social Media Journalism: A Practical Guide for Multimedia Journalism 2nd Edition”, Anthony Adornato, Routledge 2021, New York • “Feature and Narrative Storytelling for Multimedia Journalists”, Duy Linh Tu, Routledge 2015, New York • “Strategic writing: Multimedia Writing for Public Relation, Advertising and More”, Angie Hendershot, Lisa Leowen, Charles Marsh, David W. Guth, and Bonnie Poovey Short, Routledge 2024, Sixth edition, New York • “Popular Music and Multimedia”, Edited by Julie McQuinn, Routledge 2024, Third edition, New York • “Film and Television Analysis: An introduction to Methods, Theories, and Approaches, Routledge 2024, Second edition, New York • https://www.tutorialspoint.com/multimedia/index.htm • DEFINING MULTIMEDIA JOURNALISM: A SYSTEMATIC LITERATURE REVIEW, Alban Tufa & Erlis Çela, BEDER JOURNAL OF HUMANITIES, 2 (18), faqet 39-60
Course Outcome	
1	Students will be able to identify the principles of multimedia products.
2	Distinguish the features of multimedia products and execute projects.
3	Critically analyze personal projects and the work of others
4	Demonstrate basic multimedia skills.
5	Create accurate and attractive multimedia productions.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	0	0	
Projects	0	0	
Term Projects	1	30	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			60
Final exam percent			40
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	5	70
Duties	1	3	3
Midterms	1	2	2
Final Exam	1	2	2
Other	0	0	0
Total Work Load			125
Total Work Load / 25 (hours)			5.00
ECTS			5.00