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	Bachelor
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. Editim

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, basics and basic concepts. Multimedia Theory. In this lecture you will get acquainted with multimedia as a concept, its components, the short history of multimedia, the difference between the concepts "Media" and "Hypermedia", the types of multimedia equipment, multimedia and the Internet. Fundamentals of Multimedia, Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pages 3-16
3	Multimedia applications and programs, their principles and structure. Throughout this lecture students will be introduced to issues such as; sound sorting and grading, graphics, features and image editing; video editing and principles. Also during this lecture will be addressed the future of multimedia, its perspectives in the field of communication, especially digital. Fundamentals of Multimedia ", Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pages 16-25
4	The essence and importance, use and communication of multimedia, In this lecture students will address aspects of multimedia creation; multimedia presentation, multimedia product; as well as multimedia distribution. The principles of multimedia creation software will also be addressed; Adobe CC package. Fundamentals of Multimedia ", Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pp. 25-52
5	Presentation with graphic and image data Throughout this lecture the principles of image will be analyzed; 1 bit images; 8 bits and 24 bits; pixels and types of images. Also in this lecture will be treated the most popular image storage formats (JPEG, GIF, PNG, TIFF, PDF, etc.); color and its importance in images. Differences between artistic photography and advertising photography. Fundamentals of Multimedia ", Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pp. 53 - 100

6	Basic video concepts and principles. Digital video and screen interfaces In this lecture students will be introduced to the basic concepts of video; registration formats; types of digital video, recording equipment and electronic display devices. Also during the lecture students will address concepts and formats related to video and television. Fundamentals of Multimedia ", Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pp. 115-137
7	Basic video editing concepts and principles: Adobe Premiere Pro In this lecture students will be introduced to the principles of editing in the Adobe Premier Pro program. Throughout the lecture the concepts of movement will be discussed: importing, stretching; positioning, magnification, rotation. Also covered are: cropping, pasting, transition from plan to plan, transition effects, color, video stabilization, text input, and saving video in various formats. "Classroom in a book: The official training workbook from Adobe Systems", Maxim Jago, Adobe Press 2019, pages 86-109
8	Semi-final exam
9	Basic audio concepts and principles. Digital audio and voice interfaces This lecture will cover the basic concepts of sound, voice digitization, MIDI concept, sound codes, audio filtering, sound quality and data rate, recording equipment, sound interfaces and music-playing devices. Fundamentals of Multimedia ", Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Second Edition, Switzerland, pp. 140-176
10	Basic audio concepts and principles: Adobe Audition This lecture will address audio editing in Adobe Audition, starting with recording, importing, cutting, balancing frequencies, inserting different voices, switching from mono to stereo, noise reduction, keeping pace, types and modes of working with audio effects. "Classroom in a book: The official training workbook from Adobe Systems", Maxim Jago, Adobe Press 2019, pages 110-150
11	Mixing video with audio. Import and edit. This lecture deals with the characteristics of audio for video; the role and necessity of interfaces for recording, recording, importing, volume, rhythm, cutting, overlapping, effects. Synchronization between audio and video, editing patterns, parallel effects, and video export are also addressed. "Classroom in a book: The official training workbook from Adobe Systems", Maxim Jago, Adobe Press 2019, pages 286-316
12	Mixing video with audio. Editing and exporting. This lecture deals with the characteristics of audio for video; the role and necessity of interfaces for recording, recording, importing, volume, rhythm, cutting, overlapping, effects. Synchronization between audio and video, parallel effects, and video export are also addressed. "Classroom in a book: The official training workbook from Adobe Systems", Maxim Jago, Adobe Press 2019, pages 286-316
13	Post-production video editing, image and audio narrative This lecture will address the theoretical aspects of editing such as plans, details, film editing techniques, chronicles and commercials, different types of cutting, sound effects recording techniques, slow motion and fast image movements. "Multimedia Storytelling for Digital Communicators in a Multiplatform World", Seth Gitner, Routlege 2016, New York, pp. 227-263
14	Storytelling for Entertainment, Journalism and Strategic Communication. This lecture will address the theoretical aspects of narration with images in three different approaches: Entertainment, Journalism, Strategic Communication (advertising). The entertainment will address the important multimedia aspects of film, then move on to journalism and the importance of multimedia as a fact, and finally its importance in strategic communication, or the construction of multimedia advertising. Multimedia Storytelling for Digital Communicators in a Multiplatform World ", Seth Gitner, Routlege 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	• “Fundamentals of Multimedia”, Ze-Nian Li; Mark S. Drew; Jiangchuan Liu, Springer 2014, Botimi i dytë, Switzerland
References	• “Classroom in a book: The official training workbook from Adobe Systems”, Maxim Jago, Adobe Press 2019 • “Multimedia Storytelling for Digital Communicators in a Multiplatform World”, Seth Gitner, Routlege 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, Spriger 2014, New York • https://www.tutorialspoint.com/multimedia/index.htm • https://www.premiumbeat.com/blog/8-adobe-audition-tutorials-every-video-editor-watch • https://www.premiumbeat.com/blog/video-editing-101/ • https://helpx.adobe.com/pdf/premiere_pro_reference.pdf • https://speckyboy.com/beginner-audio-editing-tutorials-for-adobe-audition/ • https://multimedia.journalism.berkeley.edu/tutorials/adobe-audition-quick-start-guide/

Course Outcome	
1	Students will be able to identify the principles of multimedia products.
2	Identify 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 appropriate and attractive multimedia products.

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	20
Quizzes	0	0
Projects	1	30
Term Projects	0	0
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	0	0
Midterms	1	0	0
Final Exam	1	0	0
Other	1	7	7
Total Work Load			**125**
Total Work Load / 25 (hours)			**5.00**
ECTS			**5.00**