Course Name : Dizajn Multimedial

Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
MUL 201	B	Fall	2.00	1.00	0.00	2.50	4.00

Lecturer	Eriet Mucollari, MSc
Assistant	
Course language	Albanian
Course level	Program Profesional 2-Vjeçar
Description	This course designs multimedia concepts and concepts, using text, graphics, animation, sound, video, Web, and various multimedia applications, presentations and multimedia publications within an interactive environment. Subjects do it all through lectures, readings, lab hours, projects and assignments as well as in-class and off-field discussions from the field. Multimedia design and hands-on master students who have designed graphic design, online photography and digital video production. Students will use various peripherals and software to complete assignments and projects. Students will create a digital portfolio and other independent projects
Objectives	This course has as objectives for students to: • Compare types of multimedia, including presentation, desktop publishing, Web site design, graphic design, digital photography, and the use of digital video in project creation. • Use a variety of input devices to digitize multimedia information, including digital camera, video, scanner, Internet downloads, and graphic software. • Use a variety of software and devices to create, modify and improve. • Assignments and projects aim to use all the technical skills and methods that students acquire during the course to create original, creative and unique digital art.
Core Concepts	1. Web Page 2. Multimedia Design 3. Hypertext 4. Hyper media 5. Web 6. Animation 7. Audio 8. Blog 9. Contents 10. Convergence 11. Interactive media 12. Application 13. Interface 14. Concept development 15. Copyright - intellectual property 16. Planning

Course Outline

Week	Topic
1	Introduction to the Multimedia Design Program - description of the course, tasks, projects and how to complete the course. Understanding Multimedia, • Multimedia as an extension of traditional media industries and practices • The five elements of a multimedia experience • Three characteristics of older media • Shifting the new paradigm model • Five principles of new media in a digital age
2	computer • Personal computing and the digital revolution • The role of computer hardware and software as a tool for the multimedia producer Factors affecting the speed and efficiency of computer processing • Human Interface Device - using the mouse and keyboard to interact with a computer • Graphical User Interface - using visual instructions and symbols to interact with a computer • Storage solutions for storing, retrieving and managing digital files and project assets
3	Planning and Design • The importance of planning and process in multimedia designs • Use conceptual frameworks to guide the design and production process • The relationship between the customer and the manufacturer • The predisposing tools used in the design process • Steps and subtopics involved in multimedia design and usability testing
4	Visual Communication • The process of visual communication • The role of content and form in the visual space • Design elements: space, dots, lines, shapes, forms, texture, pattern and color • Twelve design principles that affect human perceptions of visual form in two-dimensional space. • Unity: closeness, extent, similarity and repetition • Accent: contrast, color, depth and proportion • Perceptual Forces: balance, continuity, image terrain and psychological closure

5	Preparation of multimedia pages • Strategies for effective placement of visual content within the site • The impact of visual hierarchy on viewing behavior • Using the network system to manage page and screen space Layouts commonly used in the design of multimedia pages • Design tips when using template pages and style sheets
6	Interface Design and Use • Types of user interfaces • User-centered design concept • Interface design process, from team building to interface completion Commonly used navigation aids: menus, tabs, hierarchy management tools, and content management tools • Techniques for designing the best shapes • Customizing interfaces to the needs and desires of users through customization and personalization • Five components of usability: teachability, efficiency, memorable, error and satisfaction • Ways to improve the usability and accessibility of interfaces, including usability testing
7	Web Design • World Wide Web Hypertext Markup Language (HTML) • The basics of HTML code and the technology behind client / server networks • How to create and manage project files and website assets • The process of researching, planning, designing, producing, uploading and testing a basic website • The importance of sharing meaning from presenting and designing sites accessible to the entire audience
8	Provimi gjysmë final
9	Graphs and images • The nature of computer graphics • Raster image coding process • Vector graphic coding process • The advancement of image scanning technologies • Computer screen and television technologies • World Standards for Digital Television (DTV) Broadcasting
10	Text • Origin of typography and modern use of electronic type in multimedia models • Styles and classifications for electronic forms in graphic design • Text image management tools and techniques • Tools and techniques for controlling character and line space, text placement, and alignment • Ideas to maximize the readability of screen text in multimedia projects
11	picture • Digital cameras according to their operating characteristics and intended use. • The purpose and function of the image chain and each of its basic components • Variables that affect the proper exposure of a digital image • Use of fully automatic, semi-automatic and manual shooting modes • Strategies for organizing and managing digital image files
12	Time-Based Media Audio products • The nature of sound and audio • Audio chain and signal flow • Microphone element designs, reception patterns and shape factors • Microphone placement and recording techniques • Audio cables, connectors and cable management
13	Audio and video recording • History and evolution of video recording systems • Formats used for audio and video recording on analog and digital tape • Industry standards for encoded audio and video representation on digital platforms • Differences in formats created for amateur and professional consumption • Switch from tape-based recording formats to file-based recording formats
14	Time-based editing • Use of nonlinear editing (NLE) in video and audio production • Visual interface components in an NLE workspace • Strategies for project organization and asset management • Relationship between project media files and clips in a non-destructive editing environment • General concepts and principles related to editing aesthetics
15	Portfolio of online works. Presentation, comments and critique of final 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, by Vic Costelli with Susan A. Zoungblood and Norman E. Zoungblood, 2012 • • The Video Collection: Adobe Premier Pro, After Effects, Audition, and Encore.” (sigurohen nga lektori)
References	• • White space is not your enemy : a beginner's guide to communicating visually through graphic, web & multimedia design, Rebecca Hagen & Kim Golombisky, 2017 • • Wireless Multimedia Communication Systems: Design, Analysis, and Implementation, by K.R. Rao, Zoran S. Bojkoviç, Bojan M. Bajmaz, 2014

Course Outcome

1	Students will be able to know the terminology and principles of multimedia as well as identify multimedia components and their uses.
2	Students will have a clear understanding of the design process from research and concept to execution.
3	Combining images and words using visual communication Demonstrate the ability to use graphic software to prepare digital files
4	Selection and application of appropriate media and tools Application of basic and advanced design principles in various multimedia projects.
5	Students will develop and present an electronic portfolio with a variety of works and multimedia publications realized by themselves.

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	3	42
Duties	1	4	4
Midterms	1	2	2
Final Exam	1	2	2
Other	1	2	2
Total Work Load			**100**
Total Work Load / 25 (hours)			**4.00**
ECTS			**4.00**