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	Nevila Samarxhi, Msc
Assistant	
Course language	Albanian
Course level	Program Profesional 2-Vjeçar
Description	This course covers multimedia concepts and applications, using text, graphics, animation, sound, video, Web, and various multimedia applications in the design, development, and creation of multimedia presentations and publications within an interactive environment. The course will be taught through lectures, readings, labs, projects, and assignments, as well as in-class and out-of-class discussions with experts in the field. Multimedia Design is a field of study and practice that combines art, technology, and visual communication to create interactive and engaging content in a variety of digital and traditional formats. Essentially, it deals with the use of multiple media (text, image, video, animation, sound, 3D, graphics) to convey a message, build a visual identity, or create creative products. Students will create a digital portfolio and other independent projects
Objectives	This course aims for students to: Understand the basic principles of multimedia design (visual balance, hierarchy, rhythm, contrast, interactivity). How to use professional programs such as Adobe Photoshop, Illustrator, Premiere, After Effects, Animate, similar open-source programs. Use a variety of software and equipment to create, modify and enhance. Assignments and projects aim to use all the skills and technical methods that students acquire during the course to create original, creative and unique digital art.
Core Concepts	1. Website 2. Multimedia Design 3. Animation 4. Audio 5. Content 6. Interactive Media 7. Application 8. Concept Development 9. Planning 10. Pre-production / Post-production 11. Script 12. Storyboard 13. Scheme, outline, borders, layout 14. Golden Ratio 15. Personalization

Course Outline

Week	Topic
1	Explanation of the concept of multimedia, historical development and main applications. Discussion of its role in society, education and creative industries. Presentation of the most used software on the market.
2	Graphics, video, audio and animation are combined into a unique product. How to analyze existing advertisements and multimedia projects to understand the process of integration within a project, the tools needed. Theoretical assignment: 2D Design and Multimedia Design
3	Planning and Design Using tools such as Photoshop and Illustrator to create images and graphics. Students create a digital poster by applying design principles and exercising personal creativity. The importance of planning and process in multimedia designs Using conceptual frameworks to guide the design and production process The relationship between the client and the producer Presentation tools used in the design process Steps and sub-steps involved in multimedia design and usability testing Design Starting the project for semi-final presentation - Image generation Project + Independence Day, banner + logo Multimedia exhibition

4	Multimedia Design The Role of Content and Form in Visual Space Game Design and VR/AR A presentation on the basic principles of game design and virtual/augmented reality. Students develop a storyboard for an educational game or interactive experience. Unity: proximity, scale, similarity, and repetition Emphasis: contrast, color, depth, and proportion Perceptual Forces: balance, continuity, image ground, and psychological closure Continuing the project for presentation in the semi-final
5	What is Multimedia Design + AI - the ways in which Artificial Intelligence is transforming the field of multimedia design - from creating images, videos, animations and visual content, to automating design processes and personalizing the user experience.
6	Adobe Photoshop - Illustrator Photo manipulation, retouching, creative montage, how to transform reality through Photoshop. Back to Sepia, making a set design for a show. Continuing the project for the semi-final presentation
7	Web Design Web Design, How the Web Works, Planning Page Structure and Navigation, Establishing a Hierarchy, Maintaining Uniformity and Consistency of Pages, Designing and Layout of Pages, Ensuring Usability of the Page, Marking Up Content, Headings, Paragraphs and Block Quotes, Lists, Creating and Managing Links, Linking Within a Web Page, Linking to External Pages, Layout Features, Borders, Background and Text Colors, Font Type and Style, Absolute Sizes, Relative Sizes, Link Properties.
8	Provimi gjysmë final
9	How to make a visual storytelling structure. Creating a storyboard for a project. Launching the Final Project "AI in Video"
10	Use Runway or Pika Labs to generate a 10–20 second animation based on a short script. Texts The origins of typography and the modern use of electronic type in multimedia designs Styles and classifications for electronic formats in graphic design Tools and techniques for managing the appearance of text Tools and techniques for controlling character and line spacing, text placement, and alignment Ideas for maximizing the readability of on-screen text in multimedia projects Discuss aesthetics and human control over the creation of AI. Continuation of the Final Project "AI in Video"
11	Photography Digital cameras according to their operational characteristics and intended use. The purpose and function of the imaging chain and each of its basic components Variables that affect the proper exposure of a digital image The use of fully automatic, semi-automatic and manual modes of photography Strategies for organizing and managing digital image files Continuation of the Final Project "AI in Video"
12	Time-Based Media Audio Productions The Nature of Sound and Audio The Audio Chain and Signal Flow Microphone Element Designs, Pickup Patterns, and Form Factors Continuation of the Final Project "AI in Video"
13	Audio and video recording Sound processing, music as an emotional element. Create a 10-second audio spot with AI Voice Continuation of the Final project "AI in video"
14	Time-based editing Strategies for project organization and asset management The relationship between project media files and clips in a non-destructive editing environment General concepts and principles related to editing aesthetics Continuation of the Final project "AI in video"
15	Online portfolio of works. Presentation, comments and criticism of final projects
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Chris Jackson, "Multimedia Design: Principles and Practices", 2023
References	• Steve Krug, "Don't Make Me Think", 2020 • John Maeda, "The Laws of Simplicity"

Course Outcome

1	Students will be able to recognize multimedia terminology and principles, 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 +AI
4	Demonstrating skills in using graphic software to prepare digital files.Selecting and applying appropriate media and tools.
5	Selecting and applying appropriate media and tools.
6	Applying fundamental and advanced design principles to various multimedia projects +AI
7	Students will develop and present an electronic portfolio showcasing a variety of multimedia works and publications created by themselves.

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	30
Quizzes	1	10
Projects	0	0
Term Projects	0	0
Laboratory	0	0
Class Participation	1	10
Total in-term evaluation percent		**50**
Final exam percent		**50**
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	4	56
Duties	0	0	0
Midterms	1	0	0
Final Exam	1	1	1
Other	0	0	0
Total Work Load			**105**
Total Work Load / 25 (hours)			**4.20**
ECTS			**4.00**