Name of Faculty	:	Faculty of Design
Name of Program	:	Bachelor of Design (B.Des.)
Course Code	:	2BAG02
Course Title	:	Introduction to Multimedia
Type of Course	:	PC
Year of Introduction	:	2023-24

Prerequisite	:	-
Course Objective	:	Introduction to Multimedia course is to provide students with a comprehensive understanding of the fundamental concepts, principles, and technologies used in multimedia production. The course aims to familiarize students with the various components of multimedia, including text, graphics, audio, video, and interactivity, and how they are combined to create engaging and interactive digital experiences.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Understand the concept of multimedia and its applications in various fields
	CO2	Evaluate proficiency in using multimedia authoring tools and software
	CO3	Analyse and critique multimedia projects based on aesthetic and technical criteria
	CO4	Evaluate effectively in a multimedia production team
	CO5	Remembrance the basics of audio and video compression techniques

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
				Theory Marks		Practical Marks		Total
L	**T**	**P**	**C**	**SEE**	**CIA**	**SEE**	**CIA**	**Marks**
2	0	4	4	50	25	50	25	150

*Legends: **L**-Lecture; **T**–Tutorial/Teacher Guided Theory Practice; **P**– Practical, **C** – Credit, **SEE** – Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.))*

Course Content

Module No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	**Introduction to Multimedia,** Definition and scope of multimedia, Evolution and applications of multimedia, Characteristics and components of multimedia systems **Multimedia Elements,** Textual elements and typography, Graphics and image editing, Audio and sound editing, Video production and editing, Interactivity and user interface design	7	16%	CO2 CO3
2	**Multimedia Authoring Tools,** Overview of multimedia authoring software, Introduction to programming languages for multimedia development **Multimedia Design Principles,** Color theory and visual design principles, Layout and composition techniques, User experience (UX) design principles	7	16%	CO1
3	**Multimedia Storytelling**, Narrative development in multimedia projects, Storyboarding and scripting, Multimedia presentation techniques **Multimedia Production Techniques,** Image and video capture techniques, Audio recording and editing, Video editing and post-production, Optimizing multimedia content for different platforms	8	17%	CO4 CO5
4	**Audio and Video Compression,** Basics of audio compression algorithms, Video compression techniques and codecs **Multimedia Evaluation and Critique,** Aesthetic and technical criteria for evaluating multimedia projects, Critique and analysis of multimedia projects	8	17%	CO1 CO4 CO5
5	**Legal and Ethical Considerations**, Copyright and intellectual property rights, Privacy and ethical considerations in multimedia production	7	17%	CO3 CO5
6	**Multimedia Collaboration**, Teamwork and collaboration in multimedia production, Roles and responsibilities in a multimedia production team	8	17%	CO3 CO5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy

Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	**16**	**32**	**0**	**20**	**0**	**32**

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Multimedia: Making It Work by Tay Vaughan
2	Introduction to Multimedia Systems by Sugata Mitra and Cynthia Y. M. Tseng
3	Multimedia Systems, Standards, and Networks by Ahmed K. Elmagarmid

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Animation Times