

<b>Name of Faculty</b>	:	Faculty of Design
<b>Name of Program</b>	:	Diploma in Design (D. Des.) - Animation, VFX & Gaming
<b>Course Code</b>	:	2DAG01
<b>Course Title</b>	:	Applications of Multimedia 2D
<b>Type of Course</b>	:	Professional Core
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	
<b>Course Objective</b>	:	Multimedia refers to the integration of different forms of media, such as text, audio, images, video, and interactive elements, to convey information, entertain, or engage users. It has various applications across different industries and sectors.
<b>Course Outcomes</b>	:	At the end of this course, students will be able to:
	CO1	Understand advanced multimedia concepts, technologies, and standards
	CO2	Analyze multimedia requirements and design effective solution
	CO3	Develop multimedia content using industry-standard tools and techniques
	CO4	Collaborate effectively in multidisciplinary multimedia projects

### Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
2	0	6	5	70	30	30	20	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	<b>Introduction to Advanced Multimedia</b> , Overview of advanced multimedia concepts, technologies, and applications, Emerging trends in multimedia and their impact on various industries, Multimedia Design and User Experience, Principles of multimedia design and user-centered design	8	17%	CO1 CO2
2	<b>Interactive Multimedia Systems</b> , Interactive multimedia concepts and techniques, Designing interactive multimedia applications and interfaces, Multimedia Authoring and Development Tools,	8	17%	CO2

	Overview of multimedia authoring and development tools, Hands-on experience with industry-standard multimedia software			
3	<b>Multimedia Compression and Optimization</b> , Principles of multimedia compression, Techniques for optimizing multimedia content for different platforms, Multimedia in Entertainment, Applications of multimedia in gaming, virtual reality (VR), and augmented reality (AR), Designing immersive and interactive multimedia experiences	7	16%	CO3
4	<b>Multimedia in Education and Training</b> , Role of multimedia in education and training, Designing effective multimedia learning resources, Multimedia in Advertising and Marketing, Applications of multimedia in advertising and marketing campaigns, Multimedia storytelling and persuasive techniques, Multimedia and Social Media, Integration of multimedia in social media platforms, Leveraging multimedia for social media marketing and content creation	8	17%	CO4
5	<b>Emerging Technologies in Multimedia</b> , Exploration of emerging multimedia technologies (e.g., AI, machine learning, blockchain), Implications and applications of these technologies in multimedia, Final Project Presentations and Reflection, Presentation of individual or group multimedia projects, Reflection on the learning outcomes and future directions in multimedia	7	17%	CO3 CO4
6	<b>Final Project Presentations and Reflection</b> , Presentation of individual or group multimedia projects, Reflection on the learning outcomes and future directions in multimedia	7	16%	CO3 CO4

<b>Suggested Distribution of Theory Marks Using Bloom's Taxonomy</b>						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
<b>Weightage</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>20</b>	<b>0</b>	<b>32</b>

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: Algorithms, Standards, and Industry Practices by Parag Havaldar and Gerard Medioni

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

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Real to Virtual world