**BIT 2105 Electronic Media Systems and Multimedia (3 CU)**

**Course Description:** This course provides a comprehensive overview of the various platforms, applications, media and technology used to develop digital media products and communications. This course will investigate the use of several software tools for multimedia production and the ways in which media components can be represented and integrated into final multimedia production.

**Aims:** The course aims at:-

• Introducing students to the concepts of electronic media, the systems there of and the general field of multimedia.

• Investigating the use of several software tools for multimedia production and the ways in which media components can be represented and integrated into final multimedia production.

**Learning outcomes**: On completion of this course unit, the students will be:

• Introduced to digital graphics, photography, video, audio, networked multimedia and authoring.

• Taught visual design skills as a basis for working in Graphic Design and other major areas of multimedia production.

• Able to learn a variety of design techniques using specialist software to design and manipulate images;

• Able to learn the art of multimedia.

**Teaching and learning patterns**: Lectures will comprise the biggest component. These will be supplemented with practical sessions in the lab to introduce the students to the applications.

**Indicative content**:

• Comprehensive overview of the various platforms, applications, media and technology used to develop digital media products and communications.

• Introduction to digital graphics, photography, video, audio, networked multimedia and authoring.

• Visual design skills: leading to Graphic Design and other major areas of Multimedia Production, including a variety of design techniques using specialist software to design and manipulate images. **Assessment method**: Assessment will be in terms of tests and practical exercises (40 %) and a final

examination (60%)

**Reference books**:

(i) Multimedia Systems by Ralf Steinmetz and Klara Nahrstedt, Springer 2004

(ii) Fundamentals of Multimedia by Ze-Nian Li and Mark S. Drew, Prentice Hall 2003 (iii) Multimedia Applications by Ralf Steinmetz and Klara Nahrstedt, Springer 2004