



COLLEGE OF INFORMATION TECHNOLOGY  
DEPARTMENT OF MULTIMEDIA SCIENCE  
COURSE SYLLABUS/ SPECIFICATION

<b>Course Code &amp; Title:</b>	<b>ITMS 307 – Multimedia Software I</b>
<b>Weight:</b>	<b>(2 - 2 - 3)</b>
<b>Prerequisite:</b>	<b>ITMS 205</b>
<b>NQF Level Allocated:</b>	<b>Level 7</b>
<b>NQF Notional Hours / Credits:</b>	<b>120 notional hours / 12 NQF credit</b>

**Description:** This course is to cover the concepts and technologies as two dimensional: one dimension introduces the students to the essential practical packages such as the world of digital video, video-capture card, a quick tour of Premiere, Premiere editing video and transitions, a quick tour of Photoshop, adjusting color in images, automatically fixing colors, working with text. The other dimension illustrates the multimedia project management process theoretically.

**Objective:**

1. To critically understand the concepts of multimedia project management.
2. To cover both theoretical and practical issues of an image processing tool.
3. To cover both theoretical and practical issues of a video processing tool.
4. To develop advanced skills for developing movies utilizing specialized multimedia tools.

**Semester:**

**Instructor(s):**

**Office Telephone: Email (s):**

## Intended Learning Outcomes (ILOs):

A. Knowledge and Understanding		NQF Descriptor/ Level
A1	<b>Concepts and Theories:</b> Demonstrate critical knowledge and understanding of multimedia, essential practical packages, design concepts, video-capture card, a quick tour of Premiere, a quick tour of Photoshop, and adjusting color in images.	Knowledge: theoretical understanding [Level 7]
A2	<b>Contemporary Trends, Problems and Research:</b> NA	
A3	<b>Professional Responsibility:</b> NA	

B. Subject-specific Skills		NQF Descriptor/ Level
B1	<b>Problem Solving:</b> Describe the problems related to design images, image processing, design video, and video processing and solve them by efficient image processing tool or video processing tool.	Knowledge: Practical Application [Level 7]
B2	<b>Modeling and Design:</b> Design, implements, and evaluates an images and video.	Knowledge: Practical Application [Level 7]
B3	<b>Application of Methods and Tools:</b> Apply appropriate methods, techniques, and tools used in modern Multimedia practical packages.	Knowledge: Practical Application [Level 7]

C. Critical-Thinking Skills		NQF Descriptor/ Level
C1	<b>Analytic skills:</b> Critically analyze a problem and choose the appropriate methods in multimedia tools to solve this problem.	Generic Problem Solving & Analytical skills [Level 7]
C2	<b>Synthetic:</b> NA	
C3	<b>Creative Thinking and innovation:</b> Demonstrate creativity in relation to the development of new design ideas using multimedia tools.	Knowledge: Practical Application [Level 7]

D. General and Transferable Skills (other skills relevant to employability and personal development)		NQF Descriptor/ Level
D1	<b>Communication:</b> Show the ability to express and communicate ideas effectively, in written and oral form.	Communication, ICT and Numeracy Skills [Level 6]
D2	<b>Teamwork and Leadership:</b> NA	
D3	<b>Organizational and Developmental Skills:</b> NA	Competence: Autonomy, Responsibility and Context [Level 6]
D4	<b>Ethics and Social Responsibility:</b> NA	

### Course Structure (Outline)

Week	Hours		ILOs	Topics	Teaching Method	Assessment Method
	Lec.	Lab				
1	2	2	A1	Introduction The world of digital video	Lecture	Oral Participation
2	2	2	A1, C1	Video-capture card	Lecture	Oral Participation
3	2	2	B1,B2,B3	A quick tour of Premiere	Lecture/ group discussion/ In Lab exercise	Oral Participation
4	2	2	B2,B3,C1, C3	Premiere Editing Video and Transitions	Lecture/ group discussion / In Lab exercise	Oral Participation
5	2	2	B2,B3,C1, D1	Editing Video and Transitions	Lecture/ group discussion / In Lab exercise	Oral Participation
6	2	2	A1,B1,B2, B3	Titles and Credits and Creating a DVD	Lecture	Quiz 1/ Lab Project 1
7-8	4	4	A1	Introduction A Quick Tour of Photoshop	Lecture	Oral Participation
9-10	4	4	B1,B2,B3, C1,D1	Adjusting Color in Images Automatically fixing colors	Lecture	Oral Participation/ Test
11	2	2	B2,B3	Fixing Exposure Problems	Lecture/ group discussion /In Lab exercise	Oral Participation
12	2	2	B2,B3,C1, D1	Adjusting brightness and contrast	Lecture / In Lab exercise	Oral Participation
13	2	2	B1,B2,B3, C1	Repairing and Retouching Images	Lecture/ group discussion	Quiz 2/ Lab Project 2

14	2	2	B2,B3,C1	Using the Healing brush tool, Working with Text, Editing a text layer	Lecture/ group discussion / In Lab exercise	Oral Participation
15	2	2	B1,B2,B3, C1, C3,D1	Using the Healing brush tool, Working with Text, Editing a text layer, Revision	Lecture/ group discussion	Oral Participation/ Final Project
16	1	1	A1,B1,B2, B3,C1, C3	All Topics	Final Exam	16

\* Formative assessment

### Teaching Materials:

<b>Textbook(s):</b>	1. Maxim Jago, Adobe Premiere Pro CC Classroom in a book, Adobe Press, 2016, ISBN: 978-0-13-430998-9 2. Andrew Faulkner, Conrad Chavez, Adobe Photoshop CC Classroom in a book, Adobe Press, 2016, ISBN: 978-0-13-430813-5
<b>Handout(s):</b>	Power point slides, <a href="http://www.ahlia.edu.bh/moodle">http://www.ahlia.edu.bh/moodle</a>
<b>Reference(s):</b>	1. Adobe Premiere Pro CC, Classroom in book, Adobe Press, 2014. 2. Adobe Creative team, Adobe Premiere Pro CS6, Classroom in a book, Adobe Press, 2012. 3. Adobe Creative team, Adobe Photoshop CS6, Classroom in book, Adobe Press, 2012. 4. Adobe Premiere Pro CS4, Classroom in book, Adobe Press, 2009. 5. Adobe Systems, "Adobe Photoshop Elements 4.0, Adobe Premiere 2.0, Classroom in a book", Adobe Press, 2006. 6. Adobe Photoshop Element 4.0, Adobe, 2006.

## Assessment

Method of Assessment	Description	Learning Outcomes	Weighting
Oral Participation	Students will be questioned orally to demonstrate their understanding and knowledge of the topics covered during class lectures and lab sessions. Feedback will be given to students to reaffirm their learning outcomes.	A1, D1	Formative
Lab Project 1	Students will be asked (individually) to use and apply Adobe Premiere tools to videos and process video to enhance videos or develop new images. The output of the project should be submitted electronically by the end of week 6 to be tested and evaluated. Student project will be evaluated in lab sessions where students have to justify their choices of the design.	B3, C1, D1	5%
Lab Project 2	Students will be asked (individually) to use and apply Adobe Photoshop tools to analyze and process image to enhance images or develop new images. The output of the project should be submitted electronically by the end of week 13 to be tested and evaluated. Student project will be evaluated in lab sessions where students have to justify their choices of the design.	B1, B2, D1	5%
Quizzes (Average of two quizzes)	The quiz will consist of MCQs, short-answer, essay, problem solving questions, and practical questions. The duration of the quiz is 20 minutes and will be taken in Lab. The purpose of the quiz is to assess the students' knowledge and understanding of key concepts, principles theories and practical of Adobe Premiere and Photoshop.	A1,B1,B2, D1	10%
Test (Written and Practical)	The test will be an in-class 1hour 20 minutes exam that will consists of short-answer, essay, and problem solving questions and cover the topics studied from week 1 to 11.	A1, B1, B2, B3, C1	30%
Final Project (Report and Presentation)	Students will be asked (individually) to use and apply Adobe Premiere tools and Adobe Photoshop tools to analyze, design, and develop a new complete project includes titles, images, and videos. The output of the project should be submitted electronically by the end of week 15 to be tested and evaluated. Student project will be evaluated in lab sessions where students have to justify their choices of the design.	B1, B2, B3, C1, C3, D1	10%
Final Exam (Written and Practical)	The final exam is comprehensive and will be of two hours duration. It will consist of short-answer, essay and problem-solving questions.	A1, B1, B2, B3, C1, C3	40%
<b>Overall:</b>			<b>100 %</b>

<b>Admissions</b>	
<b>Pre-requisites</b>	ITMS 205
<b>Minimum number of students</b>	8
<b>Maximum number of students</b>	20