



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

**Course Code & Title:** ITMS 351 – Graphics and Multimedia

**Weight:** (2-2-3)

**Prerequisite:** ITMS 205

**NQF Level Allocated:** Level 7

**NQF Notional Hours / Credits:** 120 notional hours/ 12 NQF credit

**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. The other dimension deals with vector graphics.

**Objective:**

1. To critically understand the concepts of vector graphics.
2. To apply the stages of creating vector base documents.
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:**

**Office Telephone:**

**Email (s):**

## Intended Learning Outcomes (ILOs):

A. Knowledge and Understanding		NQF Descriptor/ Level
<b>A1</b>	<b>Concepts and Theories:</b> Demonstrate critical knowledge and understanding of the vector graphics and video processing, how it works and how to create them using the appropriate software, a quick tour of Adobe Illustrator and a quick tour of Adobe Premiere.	Knowledge: theoretical understanding [Level 8]
<b>A2</b>	<b>Contemporary Trends, Problems and Research:</b> N/A	
<b>A3</b>	<b>Professional Responsibility:</b> N/A	

B. Subject-specific Skills		NQF Descriptor/ Level
<b>B1</b>	<b>Problem Solving:</b> Describe and solve problems related to Vector graphics documents processing and Video Files processing by using efficient vector graphics processing tool and Video editing tool.	Knowledge: Practical Application [Level 7] Communication, ICT and Numeracy Skills [Level 7]
<b>B2</b>	<b>Modeling and Design:</b> Design, implements, and evaluates a vector graphics documents and video files.	Knowledge: Practical Application [Level 7] Communication, ICT and Numeracy Skills [Level 7]
<b>B3</b>	<b>Application of Methods and Tools:</b> Apply appropriate methods, techniques, and tools used in modern vector graphics documents and video files practical packages.	Knowledge: Practical Application [Level 7] Communication, ICT and Numeracy Skills [Level 7]

C. Critical-Thinking Skills		NQF Descriptor/ Level
<b>C1</b>	<b>Analytic skills:</b> Critically analyze a problem and choose the appropriate methods in a vector graphics documents tools and video files tools to solve this problem.	Generic Problem Solving & Analytical skills [Level 7]
<b>C2</b>	<b>Synthetic:</b> N/A	
<b>C3</b>	<b>Creative:</b> Demonstrate creativity in relation to apply the concepts of vector graphics and video files methods and techniques effectively to create new ideas and concepts.	Generic Problem Solving & Analytical skills [Level 7]

D. General and Transferable Skills (other skills relevant to employability and personal development)		NQF Descriptor/ Level
<b>D1</b>	<b>Communication:</b> Show the ability to express and communicate ideas effectively, in written and oral form.	Communication, ICT and Numeracy Skills [Level 7]
<b>D2</b>	<b>Teamwork and Leadership:</b> N/A	
<b>D3</b>	<b>Organizational and Developmental Skills:</b> Demonstrate ability to organize ideas and effectively allocate time in given assignment.	Competence: Autonomy, Responsibility and Context [Level 6]
<b>D4</b>	<b>Ethics and Social Responsibility:</b> N/A	

## Course Structure (Outline)

Week	Hours		ILOs	Unit/Module or Topic Title	Teaching Method	Assessment Method
	Lecture	Lab				
1	4	-	A1	Introduction	Lecture/	-
2	2	2	A1, B1,B2, B3,C1,C3	Adobe Illustrator getting to know the work area	Lecture	In-Lab Exercise
3	2	2	A1, B1,B2, B3,C1,C3	Paths	Lecture/ Lab Demonstration/ Supervised Work	In-Lab Exercise
4	2	2	A1, B1,B2, B3,C1,C3	Selecting and aligning	Lecture/ Lab Demonstration/ Supervised	In-Lab Exercise
5	2	2	A1, B1,B2, B3,C1,C3	Creating shapes	Lecture/ Lab Demonstration/ Supervised	In-Lab Exercise
6	2	2	A1, B1,B2, B3,C1,C3, D1	Transforming objects	Lecture/ Lab Demonstration/ Supervised Work	Oral Inquiry

7	2	2	B2,B3,C1,D1	Drawing with the pen tool	Lecture/ Lab Demonstrati on/ Supervised Work	In-Lab Exercise
8	2	2	A1, B1,B2, B3,C1,C3	Color and painting	Lecture/ Lab Demonstrati on/ Supervised Work	In-Lab Exercise
9	2	2	A1, B1, B2 B3, C1, D1,D3	Working with type, layers	Lecture/ Lab Demonstrati on/ Supervised Work	Lab Project 1
10	2	2	A1, B1, B2, B3, C1, C3	Working with gradients	Lecture/ Lab Demonstrati on/ Supervised Work	Test
11	4	-	A1	Introduction The world of digital video	Lecture	-

12	2	2	A1, B1,B2, B3,C1,C3	Video-capture card	Lecture	In-Lab Exercise
13	2	2	A1, B1,B2, B3,C1,C3, D1	A quick tour of Premiere	Lecture/ group discussion/ In Lab exercise	Oral Inquiry
14	2	2	A1, B1, B2 B3, C1, D1,D3	Premiere Editing Video and Transitions	Lecture/ group discussion / In Lab exercise	Lab Project 2
15	2	2	A1, B1, B2, B3, C1, C3, D1,D3	Titles and Credits and Creating a DVD	Lecture	Evaluation Of Project Presentations & Reports
16	1	1	A1, B1, B2, B3, C1, C3	All Topics		Final Exam

\* Formative assessment

**Teaching Materials:**

<b>Textbook(s):</b>	<ol style="list-style-type: none"> <li>1. Brian Wood, Adobe Illustrator CC Classroom in a book (2019 Release), Adobe Press, 2019, ISBN: 978-0135262160</li> <li>2. Maxim Jago, Adobe Premiere Pro CC Classroom in a book (2019 Release), Adobe Press, 2019, ISBN: 978-0135298893</li> </ol>
<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>	<ol style="list-style-type: none"> <li>1. Brian Wood, Adobe Illustrator CC Classroom in a book, Adobe Press, 2014, ISBN: 978-0-13-390565-6</li> <li>2. Maxim Jago, Adobe Premiere Pro CC Classroom in a book, Adobe Press, 2015, ISBN: 978-0-13-430998-9</li> <li>3. Adobe Creative team, Adobe Illustrator CS6, Classroom in book, Adobe Press, 2012.</li> <li>4. Adobe Premiere Pro CC, Classroom in book, Adobe Press, 2014.</li> <li>5. Adobe Creative team, Adobe Premiere Pro CS6, Classroom in a book, Adobe Press, 2012.</li> </ol>

**Assessments:**

<b>Type of Assessment</b>	<b>Description</b>	<b>ILOs</b>	<b>Weighting</b>
Lab Project 1	Students will be asked (individually) to use and apply Adobe Illustrator software to analyze and process logos, art works to develop new designs. The output of the project should be submitted electronically by the end of week 9 to be tested and evaluated. Student project will be evaluated in lab sessions where students have to justify their choices of the design.	A1, B1, B2 B3, C1, D1,D3	5%
Lab Project 2	Students will be asked (individually) to use and apply Adobe Premiere software to analyze and process video to enhance videos or develop new videos. 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.	A1, B1, B2 B3, C1, D1,D3	5%

In-Lab Exercises	Each of the 7 practical exercises consists of a set of practical tasks to be implemented by students individually in lab as shown in the above weekly structure. Each of the exercises assesses the student's skills in the field of graphic and video editing. Students work will be observed and evaluated directly during the lab sessions.	B1,B2, B3,C1,C3	10%
Oral Inquiry	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
Test (Written and Practical)	The test will be an in-class 1-hour exam that will consists of short-answer, essay, and problem solving questions and cover the topics studied in the first 9 weeks.	A1, B1, B2, B3, C1, C3	30%
Final Project (Report and Presentation)	Students will be asked (individually) to use and apply Adobe Illustrator and Adobe Premiere tools to analyze, design, and develop a new complete project that includes titles, graphics, 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,D3	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>Minimum number of students</b>	<b>5</b>
<b>Maximum number of students</b>	<b>20</b>

**Ahlia University values academic integrity. Therefore, all students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Code of Student Conduct and Disciplinary Procedures (see [www.ahlia.edu.bh/integrity](http://www.ahlia.edu.bh/integrity) for more information).**