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**BSc Media dhe Komunikim**

**Syllabus**

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| **Subject** | **Multimedia Technology** | | | |
| **Type** | **Semester** | **ECTS** | **Code** |
| OBLIGATORY (O) | 3 | 5 | 90MTE275 |
| **Course lecturer** | Zymer Veliu | | | |
| **Course Assistant** |  | | | |
| **Subject tutor** |  | | | |
| **Goals and Objectives** | The aim of the multimedia technology course is designed to train students on the use of applied multimedia technology. This volume includes graphic design, digital photo manipulation, web printing, animation, and digital video production. In addition to lecturing, students use software to manipulate, edit, and create multimedia content. Students will learn how to create digital multimedia and apply it to various AR and VR projects. Topics will include digital camera functions, image capture and recording techniques, digital image editing and manipulation, 2D and 3D computer animation, After Effect video creation, Web site design. | | | |
| **Expected results** | Through conceptual and practical application, students will demonstrate skills in concepts learned in the classroom by engaging in certain projects and activities to give them experience using various forms of media to solve real and virtual world problems. Students will be able to create quality works of a professional nature summarized in a personal student portfolio. Students will create their own professional ethics. | | | |
| **Content** | **Weekly plans** | | | **Week** |
| Introduction, Presentation | | | 1 |
| Introduction to multimedia and multimedia technology | | | 2 |
| Software Interface (Photoshop, Illustrator and Corel Draw) | | | 3 |
| Multimedia history and technology development | | | 4 |
| Multimedia operating systems | | | 5 |
| Image processing | | | 6 |
| Work with text and video | | | 7 |
| Animation and visual effects | | | 8 |
| Graphic Design, TV and Web | | | 9 |
| Data compression | | | 10 |
| The use of technology in the media | | | 11 |
| Media Servers  Creating a multimedia project  Presentations of works  Closing week - Repeat | | | 12  13  14  15 |
| **Teaching methods** | **Activity** | | | **Load(%)** |
| 1. 1. lecture | | | 40% |
| 1. 2. Laboratory exercises | | | 40% |
| 1. 3. The final project | | | 20% |
| **Evaluation methods** | **Evaluation activity** | **Number** | **Week** | **Load (%)** |
| 1. Exercises | 5 | 5,8,10,12 | 30% |
| 1. Project work |  |  | 30% |
| 1. Final exam |  |  | 40% |
| **Sources and tools of concretization** | **Tools** | | | **Number** |
| 1. Class (e.g.) | | | 1 |
| 1. Laboratory (e.g.) | | | 1 |
| 1. Moodle | | | 1 |
| 1. Adobe Master Collection Software / Corel Draw | | | 1 |
| 1. Projector | | | 1 |
| **Loads and activities** | **Activity type** | | **Weekly hours** | **Total load** |
| 1. Lecture | | 2 | 30 |
| 1. Seminars / projects | | 3 | 45 |
| 1. Independent learning | |  | 35 |
| 1. Laboratory | | 1 | 15 |
| 1. Total study hours | |  | 125 |
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| **Literature / References** | 1. **Multimedia Systems** - Klara Nahrstedt, Ralf Steinmetz (2004) 2. **Fundamentals  of  Multimedia** - Ze-Nian Li (2008) 3. **Multimedia Communications: Applications, Networks, Protocols, and Standards** - Fred Halsall (2001) | | | |
| **Contact** | zymer.veliu@ubt-uni.net | | | |