

MODULE DESCRIPTOR

Module Title

Advanced Multimedia Component Design

Reference	CM4112	Version	1
Created	April 2017	SCQF Level	SCQF 10
Approved	August 2017	SCQF Points	30
Amended		ECTS Points	15

Aims of Module

To enable the student to apply principles of design to advanced multimedia applications and develop advanced multimedia solutions.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Select appropriate media to meet the requirements of a design brief and use suitable design methods to develop advanced multimedia applications.
- 2 Understand and evaluate Client / Server interaction and markup data concepts.
- 3 Critically evaluate the effectiveness of the design of a multimedia product.
- 4 Use a selection of qualitative methods to gather information about a multimedia product.
- 5 Present qualitative research in a method that is suitable for different audience types.

Indicative Module Content

Client/server interaction, database connectivity, XML, multimedia-authoring tools, Design methodologies, usability and user satisfaction evaluations, data types: storage and streaming within the client-server environment. Ethnographic and observational research, focus groups, conversation and discourse analysis, qualitative evaluation.

Module Delivery

Key concepts are introduced and illustrated through the medium of lectures and demonstrations. Laboratory sessions provide a series of exercises designed to develop proficiency in techniques essential to the development of advanced multimedia applications.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	66	N/A
Non-Contact Hours	234	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4, 5

Description: Component 1 - This is a coursework worth 100% of the total module assessment.

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade of D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	CM3117 - Multimedia Component Design
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 Haverbeke, M. (2011). Eloquent JavaScript: A Modern Introduction to Programming. Eloquent JavaScript.
- 2 Sharpo, J. (2015). Web Animation Using JavaScript: Develop & Design
- 3 Flanagan, D. (2011). JavaScript: The Definitive Guide 6th Edition.
- 4 Flick, U. (2007). The Sage Qualitative Research Kit. The SAGE Qualitative Research Kit.
- 5 Sharp, H., Rogers, Y., & Preece, J. (2011). Interaction Design: Beyond Human-Computer Interaction.
- 6 Field, A. P., & Hole, G. (2003). How to design and report experiments.