Built Environment

BENV1043
Multimedia in Design Presentation

Dean Utian
Disclaimer
This abbreviated course outline is indicative of the outcomes, delivery and assessment. While Course Learning Outcomes will remain constant, other details may be subject to change. The full and most accurate course outline will be available in Moodle.

1. COURSE STAFF

<table>
<thead>
<tr>
<th>Course Convenor</th>
<th>Dean Utian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td><a href="mailto:d.utian@unsw.edu.au">d.utian@unsw.edu.au</a></td>
</tr>
</tbody>
</table>

2. COURSE DETAILS

Credit Points: 6 UoC

<table>
<thead>
<tr>
<th>Learning Activity</th>
<th>Hours per week</th>
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<tbody>
<tr>
<td>Online learning activity</td>
<td>4</td>
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</tbody>
</table>

Description
This course explores the potential of multimedia as a design presentation tool, helping you acquire and expand your skills in digital communication. You will learn about the wide range of media that form multimedia, including 2D animation and sound. The course culminates in the design of a comprehensive multimedia presentation that integrates a variety of digital media with imaginative ideas and techniques to effectively communicate a chosen topic. The projects facilitate creative thinking, critical analysis and problem solving. In addition, you will extend your capabilities in reflective practice developing a deeper understanding of your learning.

Multimedia in Design Presentation aims to challenge students to new and imaginative ways of expressing themselves and their design ideas. Digital communication is relevant to all fields, whether architecture or economics. Over the last decade, we have seen a rapid transformation of digital expression. Technology and the use of multimedia has broadened ways people communicate. In addition, day to day lives are influenced by social networks, online video and immersive games. This course explores the use of digital media in creating rich, high impact experiences.

Course Learning Outcomes (CLOs)
At the successful conclusion of this course, you will be able to:
1. Apply technical software skills in creating and formatting digital media content, including 2D animation.
2. Author a multimedia presentation, effectively integrating a range of media types.
3. Story tell ideas through multimedia to communicate more effectively and creatively.
4. Implement interactivity in multimedia work based on an understanding of navigation and usability principles.
5. Critically reflect on your learning and collaborative process, employing relevant scholarly perspectives and theories.

Program Learning Outcomes (PLOs)
The course addresses the following Architectural Studies Program Learning Outcomes (PLOs):
1. Capacity to be effective communicators versed in architectural literacy and in a collaborative teamwork environment.
2. The ability to be enterprising, innovative and creative in architecture and design-based fields and industries.
3. Demonstrate independent design enquiry through rigorous analysis, critique and reflection.
## Alignment of Course Learning Outcomes (CLOs), Program Learning Outcomes (PLOs), and Assessment

<table>
<thead>
<tr>
<th>CLO #</th>
<th>CLO Statement</th>
<th>PLO #</th>
<th>Assessments and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apply technical software skills in creating and formatting digital media content, including 2D animation.</td>
<td>1</td>
<td>Assignment 1, 2</td>
</tr>
<tr>
<td>2</td>
<td>Author a multimedia presentation, effectively integrating a range of media types.</td>
<td>1, 2</td>
<td>Assignment 2a and b Quizzes (scaffolding knowledge) Online discussions (scaffolding knowledge)</td>
</tr>
<tr>
<td>3</td>
<td>Story tell ideas through multimedia to communicate more effectively and creatively.</td>
<td>1, 2</td>
<td>Assignment 2a &amp; b Quizzes (scaffolding knowledge)</td>
</tr>
<tr>
<td>4</td>
<td>Implement interactivity in multimedia work based on an understanding of navigation and usability principles.</td>
<td>1</td>
<td>Assignment 2a and b Quizzes (scaffolding knowledge) Online discussions (scaffolding knowledge)</td>
</tr>
<tr>
<td>5</td>
<td>Critically reflect on your learning and collaborative process, employing relevant scholarly perspectives and theories.</td>
<td>3</td>
<td>Assignment 3 Online discussions and blog</td>
</tr>
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</table>

### 3. ASSESSMENT

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weight</th>
<th>CLOs Assessed</th>
<th>PLOs Assessed</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1 Interactive Web Animation</td>
<td>25%</td>
<td>1, 3</td>
<td>1, 2</td>
<td>Sunday 10/3/19 (end of w3)</td>
</tr>
<tr>
<td>2a. Assignment 2a Multimedia Presentation Development (Process)</td>
<td>20%</td>
<td>1, 2, 3, 4</td>
<td>1, 2, 3</td>
<td>Monday 25/3/19 (w6) Peer Review by Sunday 31/3/19</td>
</tr>
<tr>
<td>2b. Assignment 2b - Multimedia Design Presentation (Product)</td>
<td>25%</td>
<td>1, 2, 3, 4</td>
<td>1, 2, 3</td>
<td>Tuesday 23/4/19 (w10)</td>
</tr>
<tr>
<td>3. Assignment 3 Critical Reflection</td>
<td>25%</td>
<td>5</td>
<td>3</td>
<td>Sunday 28/4/19 (end of w10)</td>
</tr>
<tr>
<td>4. Online Quizzes (x3)</td>
<td>5%</td>
<td>2, 3, 4 (scaffolding)</td>
<td>1, 2 (scaffolding)</td>
<td>Q1 - 3/3/19 (w2) Q2 - 17/3/19 (w4) Q3 - 31/3/19 (w6)</td>
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## 4. WEEKLY COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Activity</th>
<th>Related CLOs</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>• Introduction to Multimedia and HTML5</td>
<td>• Online discussions and blog</td>
<td>1</td>
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<tr>
<td></td>
<td>• Web Animation and Evolving Technologies</td>
<td>• Software tutorials (Web animation)</td>
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<tr>
<td>18/2/19</td>
<td></td>
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<tr>
<td>Week 2</td>
<td>• Digital Media &amp; Optimisation</td>
<td>• Online discussions and blog</td>
<td>1, 2, 4</td>
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<tr>
<td>25/2/19</td>
<td>• Interactivity &amp; scripting</td>
<td>• Software tutorials</td>
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<td>• Live class session on assignment 1</td>
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<td>• Short quiz end of week</td>
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<tr>
<td>Week 3</td>
<td>• Experiential Learning and Multimedia Design Process</td>
<td>• Online discussions and blog</td>
<td>2, 3, 5</td>
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<tr>
<td>4/3/19</td>
<td></td>
<td>• Assignment 1 due at end of week</td>
<td></td>
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<tr>
<td>Week 4</td>
<td>• Moving beyond PowerPoint and Multimedia Learning, Narratives and</td>
<td>• Online discussions and blog</td>
<td>2, 3, 5</td>
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<tr>
<td>11/3/19</td>
<td>Navigational Metaphors and Digital Storytelling</td>
<td>• Reflection on assignment 1</td>
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<td>• Group activity – team building</td>
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<tr>
<td>Week 5</td>
<td>• The Power of Sound</td>
<td>• Online discussions and blog</td>
<td>2, 3, 5</td>
</tr>
<tr>
<td>18/3/19</td>
<td>• Graphic Design</td>
<td>• Group work on assignment 2a</td>
<td></td>
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<tr>
<td></td>
<td>• Images and Text</td>
<td>• Short quiz end of week</td>
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<tr>
<td>Week 6</td>
<td>• Users, Useability and Functionality</td>
<td>• Online discussions and blog</td>
<td>4, 5</td>
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<tr>
<td>25/3/19</td>
<td></td>
<td>• Peer review on assignment 2a</td>
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<tr>
<td>Week 7</td>
<td>• Criteria for Good Multimedia Design</td>
<td>• Online discussions and blog</td>
<td>1, 2, 3, 4, 5</td>
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<tr>
<td>1/4/19</td>
<td></td>
<td>• Live session on assignment 2</td>
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<td>• Short quiz end of week</td>
<td></td>
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<tr>
<td>Week 8</td>
<td>• Interactive multimedia development (assignment 2b)</td>
<td>• Blog – documenting work progress and reflection</td>
<td>1, 2, 3, 4, 5</td>
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<tr>
<td>8/4/19</td>
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<td>• Work on assignment 2b with feedback</td>
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<tr>
<td>Week 9</td>
<td>• Interactive multimedia development (assignment 2b)</td>
<td>• Blog – documenting work progress and reflection</td>
<td>1, 2, 3, 4, 5</td>
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<tr>
<td>15/4/19</td>
<td></td>
<td>• Work on assignment 2b with feedback</td>
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<tr>
<td>Week 10</td>
<td>• Trends and innovations in multimedia and the web</td>
<td>• Assignment 2b due</td>
<td>3, 5</td>
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<tr>
<td>23/4/19</td>
<td></td>
<td>• Blog – reflections on learning</td>
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<td></td>
<td></td>
<td>• Work on Critical reflection – due at end of week</td>
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Public holidays
19/4/19 - 22/4/19 - Easter
25/4/19 - ANZAC Day