

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 737	SEMESTER OF STUDY	7 th
COURSE TITLE	MULTIMEDIA PRODUCTIONS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	
Practice - Workshops		1	
Lab exercises		2	
Total		6	7
COURSE UNIT TYPE	Compulsory, Specialized Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=94		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The course will provide a solid understanding of the principles and practices involved in the creation and implementation of multimedia products focusing on the use of multimedia as a tool for communication, marketing and public relations. The course focuses on the study of the components that combine integrated multimedia production (sound, image, video etc), on the study of the multimedia tools and software and the study of the processes and steps for the production of an integrated multimedia application. Students work with case studies and work in the lab with multimedia tools, multimedia authoring software and software for digital storytelling.</p> <p>Upon successful completion of the course the students must be able to:</p> <ol style="list-style-type: none"> 1. Assess the importance of the role of multimedia as a communication tool 2. Acquire solid understanding on the processes involved in creating multimedia application and digital storytelling. 3. Plan and Design integrated multimedia productions 4. Assess, evaluate and select the appropriate multimedia technologies for communication campaigns by enterprises/organizations/individuals/public persons/party and politicians 5. Create integrated multimedia approaches for branding enterprises/organizations/individuals/public persons/party and politicians 6. Adapt to the technological evolutions of interactive multimedia and the future trends for exploiting them.
General Skills
<ul style="list-style-type: none"> - Individual Work - Teamwork - Critical thinking - Decision-making - Working in interdisciplinary field - Free, creative and inductive thought

- Search, Analysis and Synthesis of data and information with the use of necessary technologies.
- Adaptation to new settings
- Design and Implementation of projects

3. COURSE CONTENTS

- Interactive Multimedia Characteristics
- Multimedia Components
- Multimedia Hardware and software
- Digital Multimedia Storytelling
- Text Issues in Multimedia Productions
- Sound, Video, Graphics Issues in Multimedia Productions
- Multimedia Authoring
- Integrated Multimedia Production Processes
- Applications of Multimedia in Enterprises, Advertising, Marketing and Communication (Case Studies)
- Future Trends in Multimedia Productions and Communication

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	<p>Students work in creating integrated multimedia productions.</p> <p>Support of the learning process through multimedia video-lessons.</p> <p>Support of the learning process through the e-class platform.</p>	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	<i>Lab Exercises</i>	26
	Practice - Workshops	13
	Project Work (non-compulsory)	39
	Personal Study	58
	<i>Total Work Load for student with project work</i>	175
	Lectures	39
	<i>Lab Exercises</i>	26
	Practice - Workshops	13
	Personal Study	97
	<i>Total Work Load for student with project work</i>	175
ASSESSMENT METHODS	<p>i. End of Semester Formal Examination (60-35%)</p> <ul style="list-style-type: none"> - Short answer questions - Essay questions - Questions of solving communication problems. <p>II. Presentation of Group Projects (0-25%)</p> <p>iii. Lab examination 40 %</p>	

5. RESOURCES

- Recommended Book Resources:

- Vaughan Tay (2010) *Multimedia: Making it Work*, McGraw-Hill
- Havaladar P., Medioni G. (2010) *Multimedia Systems: Algorithms, Standards and Industry Practices*, Course Technology Cengage Learning
- Gunther Kress (2010) *Multimodality: A Social Semiotic Approach to Contemporary Communication*, Routledge.
- Xylomenos, G., Polyzos M. (2009) *Multimedia Technolog and Multimedia Communications*, Kleidarithmos (in Greek).
- Mahias G. (2013) *Multimedia Application and Usage*, Arnaouti Publications (in Greek)
- Zeugolis D., Styliras G. (2011) *Multimedia: Use of technology and applications with multiple choice questions*, Tziola Publications (in Greek)
- Kokotos D. (2007) *Virtual Information Environments*, Stamouli Publications (in Greek)

-Recommended Papers/Articles:

- G. Lappas, A. Kleftodimos (2010), "A Multimedia Application for Teaching A Multimedia Course in Communication Studies", *International Journal of Electronics, Computing and Engineering Education*, 1(1), pp. 29-33.
- G. Lappas (2012). "Social Multimedia Mining: Trends and Opportunities in Areas of Social and Communication Studies", in I-Hsien Ting, Tzung-Pei Hong and Leon S. L. Wang (eds.) *Social Network Mining, Analysis and Research Trends: Techniques and Applications*, Information Science Reference, pp 1-16
- Venkatesh Shankar and Manjit S. Yadav (2010) Special Issue on "Emerging Perspectives on Marketing in a Multichannel and Multimedia Retailing Enviroment", *Journal of Interactive Marketing*, Vol. 24(2) pp. 55-180.
- Lauer, C. (2009) Contending with Terms: "Multimodal" and "Multimedia" in the Academic and Public Sphere, *Computers and Composition*, Vol. 26(4), pp. 225-239.
- Hamilton, J., Woodward-Kron R. (2011) Developing cultural awareness and intercultural communication through multimedia: A case study from medicine and the health sciences, *System*, Vol 38(4), pp. 560-568.
- Sheppard J. (2009) The Rheorical Work of Multimedia Production Practices: It's More than Just Technical Skill, *Computers and Composition*, Vol. 26(2), pp. 122-131.
- Koavchev, D., Cao, Y., Klamma (2011) *Mobile Multimedia Cloud Computing and the Web, Multimedia on the Web Workshop*, Graz, 8—9 Sept, pp. 21-26
- Sebastiano Battiato, Giovanni Maria Farinella, Giovanni Giuffrida, Catarina ismeiro, Giuseppe Tribulato (2009), Using visual and text features for direct marketing on multimedia messaging services domain, *Multimedia Tools and Applications*, 2009, Volume 42, Number 1, Page 5-30.
- Neeharika Adabala, Naren Datha, Joseph Joy, Chinmay Kulkarni, Ajay Manchepalli, Aditya Sankar, and Rebecca Walton. (2010). An interactive multimedia framework for digital heritage narratives. In *Proceedings of the international conference on Multimedia (MM '10)*.

ACM, New York, NY, USA, 1445-1448.

- Rossiter M. Penny A. Garcia P.A., (2010) Digital storytelling: A new player on the narrative field, *New Directions for Adult and Continuing Education*, Vol. 2010(126) pp. 37-48.
- Pieter Wouters , Erik van der Spek, Herre van Oostendorp (2009), Current practices in serious game research : a review from a learning outcomes perspective, in Thomas Connolly, Mark Stansfield , and Liz Boyle (Ed.) *Games-based learning advancements for multi-sensory human computer interfaces : techniques and effective practices*, pp. 232-250.
- Cao, Y., Klamma R., Jarke M. (2011). The Hero's Journey-Template-Based Storytelling for Ubiquitous Multimedia Management, *Journal of Multimedia*, Vol 6(2), pp. 156-169.

Selected Articles from Journals:

- *Journal of Interactive Marketing, Elsevier*
- *Human-Computer Interaction Journal (Taylor and Francis)*
- *ACM Transactions on Multimedia Computing Communications and Applications*
- *ACM Transactions on Computer - Human Interaction*
- *IEEE Transactions on Multimedia*