DSGN 331 Multimedia Design

The course focus on multimedia design development, creating user experience design skills as well as interaction design skills. Students will be expected to design work that combines appropriate multimedia content to meet the design brief.

(Pre-requisites: DSGN 321)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. To understand the various multimedia design methods, components, and procedures.
2. To understand and respect the design ethics codes as implemented in multimedia design field.
3. To identify key elements of interaction design, explore various possibilities and develop industry design skills.
4. To be able to develop design concept and focus on design process and composition across a various of media.
5. Utilize a variety of software and equipment to design and enhance multimedia projects.
6. To be able to present, criticize and analyze the presented multimedia designs.
7. To be able to manage multimedia design projects from concept development to final design stages effectively by themselves.

Textbook & Course Materials:

- N/A

Course Content:

1. Package Design
2. Mural: Concept development, content and imagery, proportions, and composition
3. Advertisement: component, concept, layout, design, and forms.
4. Digital Portfolio