



CERTIFICATE IN MULTIMEDIA DESIGN AND PRODUCTION (CMDP)

SUBMISSION FOR RE-ACCREDITATION

SUBMITTED TO UGANDA BUSINESS AND TECHNICAL
EXAMINATIONS BOARD(UBTEB)

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Table of Contents

1. Title of Program.....	1
2. Preamble.....	1
3. Rationale.....	1
4. Program Objectives	1
5. Program Outcomes.....	2
6. Justification of program	2
7. General Regulations.....	2
8. Admission Requirements.....	2
9. Program Duration.....	3
10. PROGRAMME STRUCTURE CERTIFICATE IN MULTIMEDIA AND DESIGN.....	4
11. Examinations and Assessment.....	6
12. Grading of courses	6
13. Resources & Facilities.....	7
14. Structure of the Programme – Year One – Semester One	11
15. Structure of the Programme – Year One Semester Two.....	24
16. Structure of the Programme – Year Two Semester One.....	35
17. Programme Structure – Year Two Semester Two.....	45
18. CMD Paper Examination Format	56

1. Title of Program

The program title shall be **CERTIFICATE IN MULTIMEDIA DESIGN AND PRODUCTION(CMDP)**

2. Preamble

The relevance of any Certificate rests on its potential to serve the needs of the day. Considering the latest job scenarios, the Faculty of multimedia finds it necessary to institute an independent **Certificate in Multimedia design and Production.** This will provide a strong foundation to institute an independent of Artistic Design, Story Development, Project Management, Digital Content Creation and Portfolio Development. This course will help to gain skills in Computer Animation Viz 2D Animation. This will also help to learn how to complete a strong Portfolio of student's work which will help them to sell their skills to employers in the fast paced industry. The contents of the course are dynamic and are based upon the industry trends.

3. Rationale

The consumer demand of high-quality animation and visuals has fueled the growth of the animation industry in this decade. The visual artist with excellent design and computer animation skills and a firm understanding of animation technology. They are producing stunning visuals for multimedia, web, television and documentaries. This proposed program is focus on developing student's creativity and the skills in the areas of design, computer animation, simulation, and advertisement etc. using cutting edge software. Successful graduates will complete a professional quality demo and able to prove animation abilities.

Due to its wide use in all walks of life including industry and business, animation has become synonymous with success and power. The students, therefore, need to be given the basic theoretical knowledge, required practical skills and an adequate training in those skills related to animation technology so that they gradually get empowered and enter into the mainstream of the society as confident citizens. Considering these factors, SAIPALI INSTITUTE designed and reviewed the course **entitled CERTIFICATE IN MULTIMEDIA DESIGN AND PRODUCTION(CMDP)**

SAIPALI INSTITUTE over the last decades has consolidated its unique ability to groom highly skilled professionals in ICT, who are capable of demonstrating their ability to compete globally. Moreover, the graduates are demonstrating their entrepreneurship skills in start-up initiatives and creating employment opportunities locally.

4. Program Objectives

The objectives of the program are to produce base level Multimedia and design professionals with real time practical skills who will be able to undertake various gainful engagements in Multimedia and Animation sector upon completion of the program. The program is also aiming at providing continuity in learning, skilling and upskilling to the section of students who may have stopped school education at O Level (UCE) or its equivalent. They may use this program as a bridging towards progression to Diplomas and other undergraduate degree programs and other professional programs towards building a bright future.

The ICT industry is expanding and reaching out to every walks of life in one way or the other due to the new normal situations being created by the global pandemic. Students graduating from this

highly skilled certificate program will be able to find gainful engagements while they may proceed towards their academic and career aspirations, and this will definitely address the high rate of unemployment in the society.

The objectives of the program shall be to familiarize the students with various approaches, methods and techniques of Animation Technology. This course will develop competencies and Skills needed for becoming an effective Animator & mastering traditional & digital tools to produce stills and moving images. They will manage Animation Projects from its Conceptual Stage to the final product creation.

5. Program Outcomes

Identify and use the elements and principles of design in multimedia.

Gain an ability to create a graphics presentation.

Successful students will be able to identify terminology associated with the concepts, techniques, and processes used throughout the multimedia environment.

Present, evaluate, and communicate, or receive, constructive feedback in response to an objective set of criteria for any given work of multimedia design.

Successful students will have knowledge of creating a compelling story.

Gain an ability to create an entire multimedia project or a website design and creation.

6. Justification of program

Certificate in Multimedia design and Production(CMDP) gives a strong foundation to students to possess the technical skills for to be employed in a competitive position in the multimedia field. Students will possess professional ethics, understand the need for continuous learning, and an ongoing utilization of current and changing technologies in the field of multimedia. Students will be prepared for the profession of multimedia that is embedded in artistic expression and creativity that connects the environment of communication and business.

7. General Regulations

General regulations and guidelines of SAIPALI INSTITUTE in addition to the regulations of the regulatory authority (NCHE) on admissions, teaching and assessments for the

Certificate in Multimedia design and Production (CMDP)

8. Admission Requirements

The minimum entry requirements for admission to the Certificate program are:-

(a) For direct entry—

(i) Uganda Certificate of Education (UCE) with 3 credits, or its equivalent;

(ii) Students from other countries must satisfy the minimum eligibility by submitting the equivalency from the UNEB/NCHE, or produce proof of completing the International Foundation Programme or Higher Education Certificate.

9. Program Duration

The (CMDP) programme shall be run on a semester basis consisting of four semesters, over a period of two years. Each year shall consist of two semesters.

A semester shall consist of 17 weeks – 15 weeks for teaching and 2 weeks for examinations.

Types of courses.

Courses in the programme shall be classified as follows:

(a) Core: A core course is one which must be registered for and passed by a student before graduation.

Course Credit.

Instruction shall be by courses quantified into course credit units

(a) A credit unit is granted for a series of 15 contact hours

(b) A contact hour is calculated as being equivalent to:

- One lecture hour
- Two Tutorial hours
- Two laboratory hours

Day / Evening Study

A full time student on the CMDP programme shall not carry less than 16 or more than 20 Credit Unit in a semester.

Year One - Semester One						
Course Code	Course Name	LH	PH	TH	TCH	CU
CMOA114	MS OFFICE APPLICATION	15	15	15	30	3
CMDP 111	PRINT DESIGN	20	30	20	45	4
CBCS115	BASIC COMMUNICATION SKILLS	30	30	30	60	3
CMDP112	INTRODUCTION TO PHOTOSHOP	20	30	20	45	4
CMDP113	MEDIA PUBLISHING.	30	30	30	60	4
CMDP116	REAL LIFE PROJECT I	0	30	30	30	3
TOTAL CREDITS :						32
TOTAL CREDIT HOURS:						270

Year One - Semester Two						
Course Code	Course Name	LH	PH	TH	TCH	CU
CMDP123	INTRODUCTION TO MULTIMEDIA AND ITS APPLICATIONS(THEROY)	15	15	15	30	3
CMDP121	DIGITAL MEDIA(THEROY)	30	30	30	60	3
CMDP122	INTRODUCTION TO PREMIER PRO APPLICATION (PRAC)	30	30	30	60	4
CMDP124	REAL LIFE PROJECT II	10	60	40	60	3
CIDT12	INDUSTRIAL TRAINING I	30	60	10	40	2
TOTAL CREDITS :						14
TOTAL CREDIT HOURS:						270

Total Credits for Year One – 36
Total Credit Hours for Year One – 540

Year Two - Semester One						
Course Code	Course Name	LH	PH	TH	TCH	CU
CMDP211	BASIC ART	30	30	30	60	4
CMDP 212	WEB INTERFACE DESIGN	30	60	30	40	4
CMDP 213	INTRODUCTION TO FIGMA	30	30	30	60	4
CMDP 214	DIGITAL MARKETING	10	60	40	60	3
CMDP 215	REAL LIFE PROJECT III	20	60	10	40	3
TOTAL CREDITS :						18
TOTAL CREDIT HOURS:						270

Year Two - Semester Two						
Course Code	Course Name	LH	PH	TH	TCH	CU
CGAI 221	GENERATIVE ARTIFICIAL INTELLIGENCE(AI)	15	15	15	30	4
CMDP 222	FUNDAMENTALS OF ANIMATION (THEORY)	30	30	30	60	3
CMDP 223	2D ANIMATION (PRACTICAL)	30	30	30	60	4
CMDP 224	PRINCIPLES OF ADVERTISING (THEORY)	15	15	15	30	3
CENS 225	PRINCIPLES IN ENTREPRENEURSHIP SKILLS	20	120	20	90	3
CMDP 226	REAL LIFE PROJECT IV	30	15	90	20	3
TOTAL CREDITS :						20
TOTAL CREDIT HOURS:						270

CIDT 220	INDUSTRIAL TRAINING II					2
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Total Credits for Year Two – 36
Total Credit Hours for Year Two– 540

11. Examinations and Assessment.

Total courses to be covered in two years are 18 credits per semester with a total Credit Units (CU) of 72. Teaching will blend with the traditional lecture technique, tutorials/practical in case of computer studies and seminars/group or individual presentations. Each course will be assessed on the basis of 100 total marks with proportions as follows.

Course work (Internal Assessment) 40%

Written Examination (Semester end) 60%

A minimum of two course work assignments/tests shall be required per course. Every student will be required to undertake community attachment project/industrial training under supervision during recess term of the second year of studies. No student will be allowed to graduate unless a report of this undertaking has been assessed and declared successful. Pass mark for this exercise will be 50%.

There will be report from Field Supervisor and Academic Supervisors. This report will be marked based on:

- Relevance to the program and course unit taught in the program
- Proficiency of the attaché to the work load assigned
- Attendance during period of assignment
- Interpersonal relation during period of assignment
- Report from student on assigned roles during period of assignment.

Teaching / Learning Methodologies: Lectures and tutorials; group discussion; demonstration; Individual assignment; Case studies; semester end exams.

Instructional Materials and Equipment: Projector; test books; design catalogues; computer laboratory; design software; simulators.

Course Assessment

Examination - 60%; Continuous Assessment Test (CATS) - 30%; Assignments - 10%; Total - 100%

Learning Activities

Faculties will be able to use Quiz, Group Discussion, Students Presentations, Case Studies, lab practices; Text books, PPTs, Videos, case studies. This will take a maximum of 4 hours.

12. Grading of courses

There shall be an examination at the end of each semester and the pass mark in each course shall be 50%. These marks will be converted into grade points. Each course shall be graded out of a maximum of 100 marks and assigned appropriate letter grades and Grade Point.

Marks	Letter Grade	Grade Point
80 – 100	A	5.0
75 – 79.9	B+	4.5
70 – 74.9	B	4.0
65 – 69.9	C+	3.5
60 – 64.9	C	3.0
55 – 59.9	D+	2.5
50 – 54.9	D	2.0
0 – 49	F	0

Classification of Certificate

The classification of the certificate to be awarded shall be based on the Cumulative Grade-Point

Average as follows:

Class	CGPA
Distinction	4.30 – 5.00
Credit	2.80 – 4.29
Pass	2.00 – 2.79

The cumulative grade point average at any time shall be obtained by:

Multiplying the grade point obtained in each course by the credit units assigned to the course to arrive at the weighed score for the course. Adding together the weighed scores for all the courses taken up to that time. Dividing the total weighed score by the total number of credit units taken up to that time.

Award of Certificate

After satisfactory completion of the courses, candidates will be awarded the Professional **Certificate in Multimedia design and Production (CMDP) From UBTEB**

13. Resources & Facilities

Staffing

Present members of staff are sufficient for the establishment of the program. Course will be coordinated sheared with any other related program within the Faculty and with other faculties in the ICT. As the program grows additional staff will be recruited on either part-time or full time basis.

10. Structure of the Programme – Year One – Semester One

Year One - Semester One						
Course Code	Course Name	LH	PH	TH	TCH	CU
CMOA114	MS OFFICE APPLICATION	15	15	15	30	3
CMDP 111	PRINT DESIGN	20	30	20	45	4
CBCS115	BASIC COMMUNICATION SKILLS	30	30	30	60	3
CMDP112	INTRODUCTION TO PHOTOSHOP	20	30	20	45	4
CMDP113	MEDIA PUBLISHING.	30	30	30	60	4
CMDP116	REAL LIFE PROJECT I	0	30	30	30	3
TOTAL CREDITS :						32
TOTAL CREDIT HOURS:						270

Year One – Semester One: MS OFFICE APPLICATION		
Course Code: CMOA114	Credit Unit: 2	<u>LEARNING HOURS GUIDELINES</u> LH - 15 Hours; TH - 15 Hours PH - 15 Hours

Course Description

To provide an in-depth training in use of MS Office Application packages, internet and intranet tools, web hosting. Essential for a modern office for day to day office management, and governance.

Course Objective

This course intends:

1. To teach students how to exchange of information.
2. To teach students how to manage administrative documents.
3. To teach students how to handle numerical data
4. To teach students how to execute meeting planning and management of work schedules.
5. To teach students how to creating presentations.

Learning Outcome

Upon completion of this course, the student should be able to:-

1. Infer about various tools of MS Office Application
2. Create word documents and spread sheets
3. Work with databases
4. Create presentations

Course Content.

Unit	Unit Details	Hours
1	Working with word processing and advanced word processing	5
	Introduction to Microsoft word	
	Working with documents and document views	
	Editing and Formatting text	
	Formatting and indenting paragraphs	
	Character and Paragraph styles	
	Applying Bullets and numberings	
	checking spelling and grammar	

	Using Find and replace	
	Applying Headers and footers	
	Working with tabs and tables	
	Inserting graphics	
	Working with Mail merge	
2	Spreadsheets and advanced spreadsheets	10
	Introduction to Microsoft Excel	
	Basic workbook skills	
	Working with Selection in Excel	
	Working with columns and rows	
	Applying Number formats	
	Editing and formatting of text	
	Cell formatting in Excel	
	Working with tables	
	Using of formulas	
	Using the cut, copy and paste commands	
	Data management	
	Creating charts	
	Using page set up	
	Printing	
3	Creating presentations and advanced presentations	5
	Introduction to Microsoft PowerPoint	
	Using basic presentation skills	
	Working with presentations	
	Editing and proofing text	
	Formatting bullets and Numbers	
	Using Tables	
	Using Graphic images, SmartArt and Drawn objects	
	Working with slides	
	Creating Basic Charts	
	Adding special effects	
	Using Slide show view	

4	Databases and advanced databases	10
	Introduction to Microsoft Access	
	Creating tables in Access	
	Setting field properties	
	Working with tables	
	Editing tables	
	Finding and filtering data	
	using simple queries	
	Modifying query results	
	using operators in queries	
	Creating relationships	
	Creating basic forms	
	Using Design view	
	creating basic reports	
	Using advanced report design	
TOTAL HOURS		30

Recommended Textbooks

1. Enhanced Microsoft Office 2013: Introductory (Microsoft Office 2013 Enhanced Editions) 1st Edition by Misty E. Vermaat
2. The handbook of office automation by Ralph Thomas Reilly
3. Office Automation - Andrew Doswell

Year One – Semester One: INTRODUCTION TO PHOTOSHOP		
Course Code : CMDP112	Credit Unit: 3	<u>LEARNING HOURS GUIDELINES</u> LH - 20 Hours; TH - 20 Hours PH - 30 Hours

Course Description

This course introduces basic digital image editing using Photoshop, including layers, selections, masks, image retouching, color correction, paint tools, text tools, and special effects, with application to commercial or personal projects. The course will involve the focusing on the basic functionality of Photoshop; its interface and tools.

Course Objective

This course intends:

1. To equip students with the knowledge and skills of creating and editing images.
2. To teach students how to optimize images and save images in proper file formats.
3. To train students color selection and conversion in relation to web and business publications
4. To train students how to work with Photoshop Tools
5. To train students how to work with Basic Photo Transforming, Retouching, and Tonal Adjustments

Learning Outcome

Upon completion of this course, the student should be able to:-

1. Navigate and manipulate the Photoshop software.
2. Work with selections, layers, and painting tools
3. Demonstrate methods for making color corrections.
4. Demonstrate working with the pen tool.
5. Demonstrate methods for photo retouching.

Course Content

Unit	Unit Details	Hours
1	Getting Started with Adobe Photoshop	10
1.1	Introduction to Photoshop	
1.2	Creating a New Document	
1.3	Creating a Workspace	
1.4	Image Size and Resolution	
1.5	Saving and Closing a Document	
1.6	Using Adobe Bridge	
2	Working with Photoshop Tools	10
2.1	Toolbar and Tool Options Bar	
2.2	Tool Presets	
2.3	Selection Tools and Select Menu	
2.4	Copying and Pasting Selections	

3	Working with Photoshop Layers	10
3.1	Introduction to layers	
3.2	Background layer	
3.3	Hide, view, reposition, delete, rename, merge and lock layers	
3.4	Convert background layer to regular layer	
3.5	Convert regular layer to background layer	
3.6	Applying layer styles to single and multiple layers	
4	Creating Graphics: Combing Photos, Text, & Graphics	10
4.1	Creating Type	
4.2	Creating Vector Graphics	
4.3	Working with Smart Objects	
4.4	Importing Graphic elements	
5	Basic Photo Transforming, Retouching, and Tonal Adjustments	5
5.1	Image menu	
5.2	Straighten and crop image	
5.3	Automatic adjustments	
5.4	Auto color	
5.5	Replacing color	
5.6	Clone tool	
5.7	Healing brush	
5.8	Patch tool	
5.9	Content-aware fill	
TOTAL HOURS		45

Recommended Textbooks

1. Adobe Photoshop Classroom in a Book by Conrad Chavez
2. Photoshop Elements 2021 For Dummies by Barbara Obermeier
3. Adobe Photoshop CC for Photographers by Martin Evening

Year One – Semester One. PRINT DESIGN		
Course Code : CMDP111	Credit Unit: 4	<u>LEARNING HOURS GUIDELINES</u> LH - 30 Hours; TH - 30 Hours PH - 30 Hours

Course Description

This course focuses on the latest design trends that are primarily for marketing and advertising businesses, particularly those that specialize in print advertising development. Students will be familiar with working with different creative tools and applications to create professional artworks.

Course Objective

This course intends:

1. To introduce students to fundamental skills to create vector-illustrations.
2. To enable students create page-layout application to present objects, layers, and pages in an effective and presentable form.
3. To enable students learn how to apply Drawing and Coloring tools
4. To enable students learn how to work with Text
5. To enable students learn how to applying Effects.

Learning Outcome

Upon completion of this course, the student should be able to:-

1. Perform actions like drawing, selecting, changing order, transforming, duplicating, and organizing objects in Adobe illustrator.
2. Draw lines, insert calligraphy, and use reshaping tools in Adobe illustrator.
3. Work with layers and symbols in Adobe illustrator.
4. Perform actions such as text wraps and linking of text.

Course Content

Unit	Unit Details	Hours
1	Getting Started with Adobe illustrator	10
1.1	Introduction to Adobe illustrator Interface	
1.2	Drawing Basic Shapes	
1.3	Selecting and Changing order of objects	
1.4	Transforming objects	
1.5	Duplicating Objects	

1.6	Organizing objects	
1.7	Navigating around the document	
2	Drawing and Coloring	20
2.1	Drawing Lines in Adobe illustrator	
2.2	Calligraphy	
2.3	Reshaping Tools	
2.4	Applying Fills and Outlines	
2.5	Pages and Layout Tools	
2.6	Viewing Modes	
2.7	Working with Layers and Symbols	
2.8	Creating Object Styles and Color Styles	
3	Working with Text	15
3.1	Artistic and Paragraph Text	
3.2	Editing and Formatting	
3.3	Entering and Editing Paragraph Text	
3.4	Wrapping Text Around Other Shapes	
3.5	Fitting Text to Curve	
3.6	Linking Text to Objects	
3.7	Finding and Replacing	
3.8	Editing and Formatting	
4	Applying Effects	15
4.1	Envelopes and Distortion Effects	
4.2	Convert to shape	
4.3	Transparency and Drop Shadow	
4.4	Path and pathfinder	
4.5	Perspective	
4.6	Bevel	
4.7	Blur and Artistic	
4.8	Stylise.	
	TOTAL HOURS	60

Year One – Semester One: MEDIA PUBLISHING		
Course Code : CMDP113	Credit Unit: 4	<u>LEARNING HOURS GUIDELINES</u> LH - 30 Hours; TH - 30 Hours PH - 30 Hours

Course Description

This course focuses on designing a variety of layouts for both print and digital publishing. Students will be able to publish a broad range of content for specific print, web, and tablet apps. The course will involve an approach to covering of conversion of various types of artworks to blend in various media platforms.

Course Objective

This course intends:

1. To train learners in typography design for both online and print platforms.
2. To introduce students to an interface so that they can easily template, develop, print and publish digital content.
3. To enable students learn how to work with Documents and Layouts
4. To enable students learn how to work with Text and Typography
5. To enable students learn how to Work with Tables and Animation.

Learning Outcome

Upon completion of this course, the student should be able to:-

1. Demonstrate how the application can be used and start working with it
2. Describe and customize the elements of the workspace
3. Create and work with master pages
4. Export a book to Interactive PDF file using form fields.

Course Content

Unit	Unit Details	Hours
1	Introduction to Adobe InDesign	5
1.1	Working with the InDesign Workspace	
1.2	Working with Panels	
1.3	Customizing Workspace	
2	Working with Documents and Layouts	5
2.1	Working with Documents	
2.2	Working with Layouts	
3	Working with Text and Typography	20

3.1	Working with Text Frames	
3.2	Formatting Text	
3.3	Character and Paragraph Styles	
3.4	Text Editing	
3.5	Inserting Glyphs and Special Characters	
4	Working with Graphics, Objects and Color	10
4.1	Working with Graphics	
4.2	Working with Objects	
4.3	Applying Strokes and Color to Objects	
5	Working with Tables and Animation	10
5.1	Working with Tables	
5.2	Working with Animation	
6	Exporting and Printing	10
6.1	Creating a book	
6.2	Exporting Documents	
6.3	Printing	
TOTAL HOURS		60

Recommended Textbooks

1. Adobe InDesign Classroom in a Book by Conrad Chavez
2. Getting Started With InDesign by Scott La Counte
3. Adobe InDesign Interactive Digital Publishing by Ted Padova

Year One – Semester One: REAL LIFE PROJECT I		
Course Code : CMDP116	Credit Unit: 2	<u>LEARNING HOURS GUIDELINES</u> LH - 0 Hours; TH - 30 Hours PH - 30 Hours

Course Description

This course focuses on using design elements like text, illustrations, photos, and colors to create visually pleasing compositions that clearly convey a message. In addition to a strong grasp of digital design tools like Adobe Photoshop that is entirely covered, students should be able to generate creative concepts, interpret constructive criticism, and work collaboratively with other design disciplines.

Course Objective

This course intends:

1. To teach students how to generate creative concepts
2. To train the learners the processes of graphic designing
3. To enable learners solve visual communication problems

Learning Outcome

Upon completion of this course, the student should be able to:-

1. Demonstrate knowledge and skills of applying design elements and principles in their creative projects.
2. Analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.
3. Visually express concepts and ideas using various graphic elements and tools.

Course Content

A student is required to create an adobe Photoshop design concept and have it submitted in both digital (source file and PDF copy) and Printed format (hard copy). The design concepts proposed are as follows:-

1. Magazine Cover
2. Advertisement flyer
3. Advertisement brochure
4. Stationery Design
5. Photo Album
6. Photo Manipulation.

Year One – Semester One: BASIC COMMUNICATION SKILLS		
Course Code : CBCS115	Credit Unit: 3	LEARNING HOURS GUIDELINES LH - 20 Hours; TH - 20 Hours PH - 30 Hours

COURSE DESCRIPTION

This program is designed to develop the knowledge and skills you need to succeed as a technical communications professional. You will learn to write and present information that is clear, concise, and audience-focused. The program focuses on specialized communication formats including proposal writing, online documentation and technical manuals.

COURSE OBJECTIVE

THIS COURSE INTENDS:

1. To teach students understand the genre and manipulate the structure of selected technical documents.
2. To enable students convey clearly, cogently and correctly, through written media, the technical aspects of a practice to non- specialist audiences.
3. To enable students recognize and use the rhetorical and stylistic elements necessary for the successful practice of scientific and technical communication.
4. To enable students appreciate obligations as prospective practitioners in your chosen field to the laypersons affected by your work.
5. To enable students learn the communication process

LEARNING OUTCOME

UPON COMPLETION OF THIS COURSE, THE STUDENT SHOULD BE ABLE TO:-

1. Apply an appropriate communication strategy for an audience or reader.
2. Define technical writing and its uses Analyze audience role in technical writing.
3. Demonstrate the shorter writing tasks: email Write persuasively and connect with readers

Course Content

Unit	Unit Details	Hours
1	Introduction to Communication	10
1.1	Meaning of communication	
1.2	Importance of communication	
1.3	Classification of communication(internal and external)	
1.4	Forms of communication formal and informal	
2	Grammar	10
2.1	Parts of speech(nouns, pronouns, verbs, adverbs, adjectives, conjunctions and interjections)	

2.2	Spellings	
2.3	Tenses	
2.4	Pronunciation	
3	Communication process	10
3.1	Elements of the communication process	
3.2	Channels of communication	
3.3	Barriers to effective communication	
3.4	Solutions to barriers to effective communication	
4	Written communication	10
4.1	Business letters	
4.2	Curriculum vitae	
4.3	Business reports	
4.4	Memorandum	
4.5	Notices	
5	Oral-communication	5
5.1	Importance of oral communication	
5.2	Meetings	
5.3	negotiations	
6	Non-verbal communication	5
6.1	Types of non-verbal communication-body language, facial expression, gesture and postures	
6.2	Advantages and disadvantages of non-verbal communication	
7	Listening	5
7.1	Importance of listening	
7.2	Barriers to effective listening	
TOTAL HOURS		45

RECOMMENDED TEXTBOOKS

1. DIRECTIONS IN TECHNICAL WRITING AND COMMUNICATION BY JAY R GOULD
2. TECHNICAL COMMUNICATION, V. 1.0 BY MIKE MARKEL
3. WHAT EVERY ENGINEER SHOULD KNOW ABOUT BUSINESS COMMUNICATION -JOHN X. WANG
ISBN : 0849383978, 9780849383977

15. Structure of the Programme – Year One Semester Two

Year One - Semester Two						
Course Code	Course Name	LH	PH	TH	TCH	CU
CMDP123	INTRODUCTION TO MULTIMEDIA AND ITS APPLICATIONS(THEORY)	15	15	15	30	3
CMDP121	DIGITAL MEDIA(THEORY)	30	30	30	60	3
CMDP122	INTRODUCTION TO PREMIER PRO APPLICATION(PRAC)	30	30	30	60	4
CMDP124	REAL LIFE PROJECT II	10	60	40	60	3
CIDT120	INDUSTRIAL TRAINING I	30	60	10	40	2
TOTAL CREDITS :						14
TOTAL CREDIT HOURS:						270

Year One – Semester Two: INTRODUCTION TO MULTIMEDIA AND ITS APPLICATIONS		
Course Code : CMDP123	Credit Unit: 2	<u>LEARNING HOURS GUIDELINES</u> LH - 15 Hours; TH - 15 Hours PH - 15 Hours

Course Description

This course deals with the basic of Multimedia and its application. This course lays the foundation

for students to build advanced multimedia computing applications comprising of images, videos, and audio.

Course Objective

This course intends:

1. To enable students communicate with the use of various communication contents forms.
2. To enable the student become a professional in the different multimedia elements.
3. To Acquire and describe the historical evolution of multimedia
4. To Understand the basic features of multimedia systems
5. To Identify the different challenges for multimedia systems
6. To Discuss the desirable features for a multimedia system
7. To Explain the components of a multimedia system and their applications
8. To Understand the applications and trends in multimedia
9. To Understand the basics of computer graphics
10. To Describe the concept of bitmap images

Learning Outcome

Upon completion of this course, the student should be able to:-

1. Demonstrate the application of Multimedia in the field of Information Technology, Media & Film industry, Gaming and Artificial intelligence sector.
2. Articulate the functions of multimedia software and hardware
3. Describe multimedia with respect to Print, electronic and Web.
4. Articulate the evolution and technological advancement in the field of Multimedia system.

Detailed Course Content

Unit	Unit Details	Hours
1	Introduction To multimedia System	3
1.1	History of multimedia system	
1.2	Feature of multimedia	
1.3	Application and trends in multimedia	
2	Multimedia System and its Application	3
2.1	Introduction	
2.2	Categorization of multimedia	
2.3	Interactivity and computer games	

2.4	E-learning and Hypermedia	
2.5	Presentation	
2.6	Major Characteristics of Multimedia	
3	Computer Graphics	4
3.1	Introduction Computer Graphics Concepts	
3.2	Principles of Computer Graphics	
3.3	Pioneers in Graphic Design and Graphic Software	
3.4	Bitmap Images and Vector Images	
3.5	History of digital Images	
4	Computer Animation	5
4.1	Introduction for Computer Graphics Animation	
4.2	Early animation and Innovation by Animator at Disney	
4.3	Types of animation	
4.4	Software for animation	
4.5	Different between traditional animation and computer animation	
5	Interactive Media	5
5.1	introduction to interactive media	
5.2	World Wide Web	
5.3	Internet Forum	
5.4	Computer games	
5.5	Mobile Telephone, Interactive Television, Hypermedia	
6	Multimedia in Education	5
6.1	Introduction to Multimedia In Education	
6.2	Education Online	
6.3	Future of Interactive Media in Education	
7	Multimedia application and Future	5
7.1	Applications for multimedia	
7.2	Future Applications	
7.3	Multimedia and Virtual Reality	
	TOTAL HOURS	30

Recommended Textbooks

1. Multimedia System design(Andleigh Prabhat K)
2. Multimedia Communication Technology(Ohm, Jens)
3. Multimedia Signals and Systems(Stankovic, Orovic, Irene)
4. Intelligent Multimedia Multi-Agent System(Rajiv Khosla, Ishwar K)

Year One – Semester Two: DIGITAL MEDIA PRODUCTION		
Course Code : CMDP121	Credit Unit: 4	<u>LEARNING HOURS GUIDELINES</u> LH - 30 Hours; TH - 30 Hours PH - 30 Hours

COURSE DESCRIPTION

Digital Media Production subject is designed to trains students in all aspects of pre-production, production and post-production. Students learn how to analyze and understand the media around them, create media in many different formats, and how to manage the business and technology requirements of working in the media industry.

Course Objective

THIS COURSE INTENDS:

1. To enable students apply basic digital media production skills.
2. To employ problem-solving skills to provide solutions for media productions.
3. To facilitate the use of technology for media production collaboration and management.
4. To understand the media content for a diverse range of clients or industries using many different modalities.
5. To enable students create web content and interactive media.
6. To enable students understand audio-video production for film and media.

Learning Outcome

UPON COMPLETION OF THIS COURSE, THE STUDENT SHOULD BE ABLE TO:-

1. Demonstrate digital media production skills
2. Articulate the functions of Media – Print, Electronic and Web/Social Media
3. Describe visual and mass communications
4. Demonstrate application of digital media in Graphic Design

Course Content

Unit	Unit Details	Hours
1	Fundamentals of Media Production	10
1.1	Introduction to Digital Media	
1.2	Hardware and Software for Digital Media	
1.3	Introduction to Print Media	
1.4	Introduction to Electronic Media	
1.5	Introduction to Web and Social Media platform	
2	Media Production-1	10
2.1	Introduction to Pre-Production	
2.2	Idea, Story and Script	
2.3	Storyboarding for Digital Media	
2.4	Film Types- Documentary, Feature Film, Armature Film	
2.5	Production Documents	

3	Media Production-2	10
3.1	Introduction to Production	
3.2	Planning a sample film	
3.3	Production Equipment's & Film Logistics	
3.4	Working with Camera & lens	
3.5	Working with Lights	
4	Media Production-3	10
4.1	Introduction to Post-Production	
4.2	Television Formats – PAL/NTSC/HDTV/4K	
4.3	Video Compositing	
4.4	Audio & Video Editing	
4.5	Final Draft and Program Packaging	
5	Media Literacy and Visual Communication	10
5.1	Introduction to Visual Communication	
5.2	Media for Print, Electronic and Web	
5.3	Local and Global Media	
5.4	Working of News TV Channel	
5.5	Working of News Paper Industry	
6	Web Development and New Media	10
6.1	Introduction to Website Design	
6.2	Web Content Creation	
6.3	Social Media Platform	
6.4	Advertisement for Media	
6.5	Design Thinking	
TOTAL HOURS		60

Recommended Textbooks

1. Introduction to Media Production, Fourth Edition: The Path to Digital Media Production 4th Edition by Gorham Kindem PhD (Author), Robert B. Musburger
2. The Digital Filmmaking Handbook” by Doug Harman
3. “The Visual Story: Creating the Visual Structure of Film, TV and Digital Media” by Bruce Block
4. Mass Communication: Concepts and Processes by Narendra Tripathi (Author)-Amazon

Year One – Semester Two: REAL LIFE PROJECT II		
Course Code : CMD124	Credit Unit: 4	<u>LEARNING HOURS GUIDELINES</u> LH - 10 Hours; TH - 40 Hours PH - 60 Hours

Course Description

This course focus on entire process of defining requirements, visualizing and creating graphics including illustrations, logos, layouts and photos. This course shape the visual aspects of websites, books, magazines, product packaging, exhibitions and more.

Course Objective

This course intends:

1. To equip learners with knowledge and skill to conceptualize creative visual ideas
2. To enable learners create designs that will promote, inspire, and educate.
3. To enable students create content applicable to the media
4. To teach students how to display a professional demeanor in managing time, materials, and information, as it reveals motivation, attitude, and work ethic.

Learning Outcome

Upon completion of this course, the student should be able to:-

1. Articulate the disciplines involved with real time project development.
2. Display a professional demeanor in managing time, materials, and information, as it reveals motivation, attitude, and work ethic.
3. Develop skills for website and graphic designing
4. Discover the basics of how to program interactivity into a multimedia product.
5. Describe the distribution and deployment concerns involved with multimedia.

Course Content

A student is required to submit a project created using either adobe illustrator or Adobe InDesign applications. This project design is submitted in both digital (source files and PDF final copies) and Printed format (hard copy). The Project design concepts proposed are as follows:-)

1. Creating a full color magazine with a minimum of 36 pages.
2. Creating a company stationary Branding. This will the creation a company logo, business cards, calendars, Letter heads and brochure.
3. Create a static website. (This option applies to any industry of choice)

Year One – Semester Two :INTRODUCTION TO PREMIER PRO		
Course Code : CMDP122	Credit Unit: 3	<u>LEARNING HOURS GUIDELINES</u> LH - 20 Hours; TH - 20 Hours PH - 30 Hours

INTRODUCTION TO PREMIER PRO

Professional-level Editing Tools

Integration with Adobe Ecosystem

Advanced Features

Stability and Performance

Collaboration Tools

Wide Compatibility

Learning Resources

	Unit Details	Hour
1	BUILDING & REFINEMENT	
	WORKING WITH CLIPS IN THE TIMELINE	4
	TOOL BAR MOVING EDITS & CLIPS CREATING MARKERS EDITING WITH MARKETS AND SHORTCUTS	
2	CLIP ADJUSTMENTS	4
	MOTION CONTROLS:ZOOM AND PAN WARP STABILIZER DISTORT RATE STRETCH HORIZONTAL AND VERTICAL FLIP	

	Unit Details	Hour
	BUILDING & REFINEMENT	
3	TIMELINE CUTTING	5
	SYNCHING AUDIO TRIMMING AND EXTENDING LOOP PLAYBACK	
4	LUMETRI COLOR OVERVIEW	3
	APPLY A COLOR GRADE (LOOK) TO A CLIP ADD & REMOVE COLOR GRADES APPLY GRADE TO ADJUSTMENT LAYER	
5	ESSENTIAL GRAPHICS	2
	ADD A SUBTITLE USE A CUSTOM GRAPICS TEMPLATE	
6	ESSENTIAL SOUND OVERVIEW	4
	CHANGE CLIP VOLUME AUTO-DUCK MUSIC UNDER DIALOGUE APPLY GRADE TO ADJUSTMENT LAYER	

Year Two - Semester One						
Course Code	Course Name	LH	PH	TH	TCH	CU
CMDP 211	BASIC ART	30	30	30	60	4
CMDP 212	WEB INTERFACE DESIGN	30	60	30	40	4
CMDP 213	INTRODUCTION TO FIGMA	30	30	30	60	4
CMDP 214	DIGITAL MARKETING	10	60	40	60	3
CMD 216	REAL LIFE PROJECT III	20	60	10	40	3
					TOTAL CREDITS :	18
					TOTAL CREDIT HOURS:	270

Year Two - Semester Two						
Course Code	Course Name	LH	PH	TH	TCH	CU
CGAI221	GENERATIVE ARTIFICIAL INTELLIGENCE(AI)	15	15	15	30	4
CMDP 222	FUNDAMENTALS OF ANIMATION (THEORY)	30	30	30	60	3
CMDP 223	2D ANIMATION (PRACTICAL)	30	30	30	60	4
CMDP 224	PRINCIPLES OF ADVERTISING (THEORY)	15	15	15	30	3
CENS225	ENTREPRENEURSHIP SKILLS	20	120	20	90	3
CMDP 226	REAL LIFE PROJECT IV	30	15	90	20	3
					TOTAL CREDITS :	20
					TOTAL CREDIT HOURS:	270

Total Credits for Year Two – 36
Total Credit Hours for Year Two– 540

Year Two – Semester One: BASIC ART		
Course Code : CMDP 211	Credit Unit: 4	<u>LEARNING HOURS GUIDELINES</u> LH - 30 Hours; TH - 30 Hours PH - 30 Hours

CONTENT TO BE COVERED

1. BADGES
2. LOGOS
3. TRADEMARKS
4. CALENDARS
5. CARDS like Invitation cards, medical recovery cards etc
6. ADVERTS
7. POSTERS
8. BILBOARDS
9. WARNING SIGNS eg. Electric shock, Drug Abuse etc.

LEARNING OUTCOMER

Learners shall be able complete the tasks given in line with,

- Creativity
- Originality
- Colour - language and applicability following their types
- illustrations
- Message.

NB - All this shall be taught practically and the same knowledge transfered to the digital Graphics Design hence making the learner become an all round graphics designer with the expected knowledge and skills to achieve the best in the course.

Year Two – Semester One: WEB INTERFACE DESIGN		
Course Code : CMDP212	Credit Unit: 4	<u>LEARNING HOURS GUIDELINES</u> LH - 42 Hours; TH - 42 Hours PH - 42 Hours



Unit	Unit Courses	Hours
1	HTML 5 -Overview	10hrs
	Basic HTML Document HTML Tags HTML Document Structure The <!DOCTYPE> Declaration HTML Basic Tags Paragraph Tag Line Break Tag Centering Content	
2	Horizontal Lines	5hrs
	Preserve Formatting Nonbreaking spaces HTML Elements HTML Tag Vs Element Nested HTML Elements	
3	HTML Attributes	5hrs
	Core Attributes Internationalization Attributes The xml: lang attribute HTML Formatting	
4	HTML Phrase Tags	10hrs
	HTML Meta Tags HTML Comments Images Tables Lists Text Links Image Links	
5	HTML Email Links	5hrs
	Frames iFrames Blocks Backgrounds Colors Fonts Forms	
6	Embed Multimedia	2hrs
	Marquees	
	Total Hours	37hrs

Unit	Unit Courses	Hours
1	Cascading Style Sheets (CSS)	10hrs
	Overview Advantages of CSS Syntax Inclusion	
2	Measurement Units Colors Background	5hrs
3	Font Text Images Links	5hrs
4	Tables Margins Lists Padding	10hrs
5	Tables Margins Lists Padding	5hrs
6	Media Types Printing Layouts Validations @Rules	2hrs
7	Animations with CSS3 Positioning Media Types Tailwind CSS Bootstrap Framework Revision, Assignments	5hrs
Total Hours		42hrs

Year Two – Semester One: INTRODUCTION TO FIGMA		
Course Code : CMDP 213	Credit Unit: 4	<u>LEARNING HOURS GUIDELINES</u> LH - 37 Hours; TH - 37 Hours PH - 37 Hours





Course Description

Figma is a collaborative interface design tool that's taken the design world by storm. Unlike Sketch or Adobe Illustrator, which are standalone applications, Figma is that it allows real-time collaboration on the same file. When using conventional "offline" apps like Sketch and Illustrator, if designers want to share their work, they typically have to export it to an image file and then send it via email or instant message.

What we'll cover in Figma

This course aims to introduce all of the key functions in Figma. We'll achieve that by building a set of app screens together. We'll also use Figma's prototyping functionality to link the screens together, meaning you can experience how the screens will behave like they would if this were a functional app ready for people to download and use. You'll be able to share your prototypes with friends, or develop your design further and add it to your portfolio!

Unit	Unit Courses	Hours
1	Set up your Figma account	
2	Take a look around the Figma interface	
	Menu Tools Actions Layers Canvas Properties	
3	Start a new design file	
4	Create a Frame	
5	Practice zooming in and out	
6	Practice using the hand tool to move around the canvas	
7	Create a Text layer	
8	Create a rectangle and arrange the layers	
9	Align the text and rectangle	
10	Add rounded corners to the rectangle, and change the color	
11	Change the font	
	Total Hours	42hrs

Year Two – Semester One: DIGITAL MARKETING		
Course Code : CMDP214	Credit Unit: 3	<u>LEARNING HOURS GUIDELINES</u> LH - 15 Hours; TH - 15 Hours PH - 15 Hours

Course Description

The main aim of the course is to provide students with a comprehensive understanding of how digital technologies and the rise of social media are changing marketing strategies and tactics across different industries. This includes learning about marketing concepts that are relevant in the digital environment, analyzing best practice examples, and developing skills for creating, delivering and communicating value by using digital marketing tools and social media platforms. Additional aims of the course include providing students with insights into current digital marketing and social media trends, and teaching them how to combine digital and offline marketing tactics.

Course Objective

This course intends:

1. To teach students how to build traditional marketing courses and discusses digital strategies and tactics from a brand perspective.
2. To teach students the general overview of the digital marketing and social media phenomena, the course will focus on topics which are critical in leveraging the power of social media.
3. To teach students learn how to handle content management, development of social media presence, mobile marketing and viral marketing.
4. To teach students how to shift from brands to consumers, how to engage consumers through social media, and what is the interplay between social media and other digital marketing activities.

Learning Outcomes

By the end of this course it is expected that the student will be able:

1. To understand what social media is, the various channels through which it operates, and its role in marketing strategy.
2. To use principles of consumer and social psychology to develop social media content and campaigns that engage consumers.
3. Draw on knowledge about word-of-mouth marketing to develop effective approaches for propagating ideas, messages, products, and behaviors across social networks.
4. To measure the impact of a social media campaign in terms of a specific marketing objective

Unit	Unit Details	Hours
1	Introduction and over view	5
1.1	How digital technologies are transforming marketing;	
1.2	Key terms and concepts	
1.3	Distinctive properties of digital marketing	
1.4	Paid-Owned-Earned media	
1.5	Social media platforms	
2	New role of the consumer in digital environment	5
2.1	Permission marketing	
2.2	Prosumers	
2.3	Co-creation, Digital communities	
2.4	Online consumer behavior models	
3.	Strategic approach to digital and social media marketing	5
3.1	Introduction	
3.2	Digital marketing strategy framework	
3.3	Digital analytics	
3.4	Key performance indicators	
4	Digital branding	5
4.1	Online value proposition; Creating, delivering and communicating value	
4.2	Shift of power from brands to consumers	
4.3	Digital brand equity	
4.4	Digital brand positioning	
5	Mobile marketing	5
5.1	Mobile platforms	
5.2	Mobile web and applications	
5.3	Mobile commerce and show rooming	
6	Viral marketing	5
6.1	Benefits of viral marketing	
6.2	viral content development and deployment	
6.3	Digital word of-mouth	
TOTAL HOURS		30

Recommended Textbooks

1. M:G; Chaffey, D., Ellis-Chadwick, F. (2012) Internet Marketing: Strategy, Implementation and Practice, 5th Edition. Prentice Hall.
2. Deighton, J., Kornfeld, L. (2009) Interactivity's Unanticipated Consequences for Marketers and Marketing, Journal of Interactive Marketing 23 (1), str. 4-10.
3. Krishnamurthy, S., Umit Kucuk, S. (2009) Anti-branding on the internet. Journal of Business Research, 62, str. 1119-1126.
4. Laffey, D. (2007) Paid search: The innovation that changed the Web. Business Horizons, 50, str. 211-218.

Year Two – Semester One: REAL LIFE PROJECT III		
Course Code : CMDP215	Credit Unit: 3	



Structure of the Programme – Year Two Semester Two

Year Two - Semester Two						
Course Code	Course Name	LH	PH	TH	TCH	CU
CGAI221	GENERATIVE ARTIFICIAL INTELLIGENCE(AI)	15	15	15	30	4
CMDP222	FUNDAMENTALS OF ANIMATION (THEORY)	30	30	30	60	3
CMDP223	2D ANIMATION (PRACTICAL)	30	30	30	60	4
CMDP224	PRINCIPLES OF ADVERTISING (THEORY)	15	15	15	30	3
CENS 225	ENTREPRENEURSHIP SKILLS	20	120	20	90	3
CMDP226	REAL LIFE PROJECT IV	30	15	90	20	3
TOTAL CREDITS :						20
TOTAL CREDIT HOURS:						270

Year Two – Semester Two (Generative Artificial Intelligence AI)

Course Code : CGAI 221

Credit Unit: 4

LEARNING HOURS GUIDELINES

LH - 15 Hours; TH - 15 Hours

PH - 15 Hours



Unit	Unit Details	Hours
1	Introduction of Generative AI.	5
2	To Understand use of generative AI. To get hands on knowledge of Generative AI Tools & Techniques	
3	Introduction to Generative AI: What is Generative AI? How Does Generative AI Works? Use Cases for Generative AI. How Can Businesses Use Generative AI Tools? What are the benefits of generative AI? What are the limitations of generative AI?	15
4	Practical's on Text generation tools include GPT, Jasper, AI-Writer and Lex.	5
5	Practical's on Image generation- using tools (Any one) include Dall-E 2, Midjourney and Stable Diffusion, starryai, Craiyon)	
6	Practical's on Video Generation- using tools (Any one) Synthesia, Lumen5, Flexclip, Elai, Veed.io.	15
7	Practical's on Music generation- - using tools (Any one) include Amper, Dadabots and MuseNet.	
8	Practical's on Code generation - using tools (Any one) include CodeStarter, Codex, GitHub Copilot and Tabnine.	5
9	Practical's on Voice synthesis - using tools (Any one) include Descript, Listnr and Podcast.ai.	
10	Practical's on AI Avatar Generators- using tools (Any one) include- Hippo Video, Picsart, HeyGen, Fotor.	5
11	Practical's on Design Generators - using tools (Any one) include- Khroma, Colormind, Designs.ai, Fronty AI	
TOTAL HOURS		50

Year Two – Semester One: FUNDAMENTALS OF ANIMATION(THEORY)		
Course Code :CMDP 222	Credit Unit: 3	<u>LEARNING HOURS GUIDELINES</u> LH - 30 Hours; TH - 30 Hours PH - 30 Hours

Course Description

This course introduces students to the animation as an art form; implementing a firm understanding of timing, animation principles and the scope of techniques animation can cover. In addition to this course students are taken through the basic concepts and methods for creating two-dimensional animations using industry standard practices as a means of expression of creativity.

Course Objective

This course intends:

1. To teach learners the techniques of applying the 12 Animation Principles in 2D animations
2. To teach students the basic concepts and fundamentals of motion graphics and digital animation.
3. To equip the learners with knowledge and skills of creating movement in a two-dimensional space.
4. To train learners the elements of timing and motion through key-frames, holds and in-betweens.

Learning Outcome

Upon completion of this course, the student should be able to:-

1. Explain computer operations as they relate to graphic and multimedia applications, and techniques of animation.
2. Demonstrate the ability to use these technical skills by successfully completing a variety of assigned projects.
3. Explain the basic visual and conceptual elements that are common to all works of art.
4. Apply the principles of visual narratives and storyboarding to develop animation.

Course Content

Unit	Unit Details	Hours
1	Introduction to Animations	15
1.1	History of animations	
1.2	Difference between multimedia and animations	
1.3	Types of animations	
2	Methods/Techniques of Animation	15
2.1	Frame by Frame	
2.2	Procedural and Behavioral	
2.3	Key framing	
2.4	Motion Capture	
2.5	Dynamics	
3	Principles of Animations	20
3.1	Timing and Spacing	
3.2	Squash and Stretch	
3.3	Anticipation	
3.4	Ease In and Out (or Slow In and Out)	
3.5	Follow Through and Overlapping Action	
3.6	Arcs	

3.7	Exaggeration	
3.8	Solid Drawing	
3.9	Appeal	
3.10	Straight Ahead Action and Pose to Pose	
3.11	Secondary Action	
3.12	Staging	
4	Application of computer animations	10
TOTAL HOURS		60

Recommended Textbooks

1. Drawing for Animation by Welles Paul
2. Digital Animation by Chong Andrew,
3. Fundamentals of Animation by Welles Paul

Year Two – Semester Two: 2D ANIMATION(PRACTICAL)		
Course Code:CMDP 223	Credit Unit: 4	<u>LEARNING HOURS GUIDELINES</u> LH - 30 Hours; TH - 30 Hours PH - 30 Hours

Course Description

This course introduces students to the animation as an art form; implementing a firm understanding of timing, animation principles and the scope of techniques animation can cover. In addition to this course students are taken through the basic concepts and methods for creating two dimensional animations using industry standard practices as a means of expression of creativity.

Course Objective

This course intends:

1. To teach learners the techniques of applying the 12 Animation Principles in 2D animations
2. To teach students the basic concepts and fundamentals of motion graphics and digital animation.
3. To equip the learners with knowledge and skills of creating movement in a two dimensional space.
4. To train learners the elements of timing and motion through key-frames, holds and in between

Learning Outcome

Upon completion of this course, the student should be able to:-

1. Explain computer operations as they relate to graphic and multimedia applications, and techniques of animation.
2. Demonstrate the ability to use these technical skills by successfully completing a variety of assigned projects.
3. Explain the basic visual and conceptual elements that are common to all works of art.
4. Apply the principles of visual narratives and storyboarding to develop animation.

Course Content

Unit	Unit Details	Hours
1	Introduction to 2d Animation	5
1.1	Introduction to animation and History of animation	
1.2	Different types of 2D Animation	
1.3	Understanding the Production workflow for 2D animation:	
1.4	Introduction to 12 Principles of Animation	
2	Introduction to Adobe Animate	10
2.1	Interface overview	
2.2	Understanding different animate CC elements such properties, layers, library etc.	
2.3	Frame by frame vs Tweening	

2.4	Paint vs Symbols	
2.5	File Format and exporting	
3	Animation with Adobe Animate	15
3.1	Working with to symbols (Movie clip and Graphic)	
3.2	Animating using tween such shape tween, classic tween and motion tween	
	Working with layers	
3.5	Nested animation	
4	Character design using shapes and animation	10
4.1	Layer parenting	
4.2	Creating a walk cycle, run cycle and jump cycle	
5	2D Interactivity Design Animation	10
5.1	Working with symbol (Button)	
5.2	Working with Actions and Code Snippets	
6	Planning a scene in flash	10
6.1	Background and object animations	
6.2	Create a 2D banner advertisement	
6.3	Creating a puppet in Flash	
TOTAL HOURS		60

Recommended Textbooks

1. Drawing for Animation by Welles Paul
2. Digital Animation by Chong Andrew,
3. Fundamentals of Animation by Welles Paul

Year Two – Semester Two: PRINCIPLES OF ADVERTISING(THEORY)		
Course Code:CMDP 224	Credit Unit: 3	<u>LEARNING HOURS GUIDELINES</u> LH - 30 Hours; TH - 30 Hours PH - 30 Hours

Course Description

Advertising and Promotion management is designed as an introduction to the field of integrated marketing communications (IMC). The emphasis is on the use of communication to meet marketing objectives, including but not limited to advertising. This course will provide a broad overview of many areas that pertain to marketing communication. Special attention will be placed on understanding the consumer in order to communicate better. Although creative issues will be examined, this is primarily a management, not a creative, course. This course is intended to train you in the ways of advertising and other components of IMC. There are two parts to that background knowledge and critical thinking. You will need an understanding of the “who, what and where” questions – advertising concepts in general, the specific terms that are used, and issues that arise. But you will also have to apply those concepts, theories, and tools, and to think through the issues to develop the best possible campaign and executions for the product or service and relevant audience. Advertising agencies know that the selection of strategies and executions are not arbitrary (as in choose 1 from column A, then 1 from column B); they must fit into the logic of the marketing plan, and communicate the right message for the product to the right target audience. The best method I know of to improve your critical thinking skills is through frequent practice. Expect lots of “how, when and why” questions both in class discussion and on your exams.

Course Objective

This course intends:

1. To explain the structure of advertising and promotion industry and the roles of its separate players, have assets to analyze promotion programs and identify main objectives distinguishing their singularities from marketing goals as well as to recognize, organize, and measure effectiveness of separate elements of advertising plan and its outcomes.
2. To compare and generalize different promotion programs is also one of the main tasks of the course. As a result of the above, students are expected to be able to criticize selected promotion programs, outline their strengths and weaknesses and point out the measurable improvement possibilities (e.g. rearrangement of selected communication elements and explanation of their possible effects).
3. To analyze and subdivide given advertisements (and other elements of promotion mix) into single measurable units, as well as the ability to link distinguished units to campaign's overall goals and evaluation methods.

Unit	Unit Details	Hours
1	Introduction and over view	10
1.1	Advertising and Marketing: The relationship and the difference	
1.2	The Evolution of Advertising	
1.3	Types of Advertising	
1.4	Roles and Functions of Advertising	
1.5	The Advertising Development Process	
1.6	The Key Players in Advertising	
2	Advertising agency	15
2.1	Introduction	
2.2	Advertising Agency	
2.3	Advertising Organizational Selection	
2.4	Advertising Organizational: Selection, Compensation	
3	Advertising management and planning	15
3.1	Introduction	
3.2	Advertising Campaigns	
3.3	Campaign Planning	
3.4	Advertising Objectives	
4	Advertising creativity	10
4.1	Introduction	
4.2	Creative Thinking Process	
4.3	Alternative Creative Strategies	
4.4	Copy Writing-Elements and Types	
5	Advertising media	10
5.1	Media Decision and Objectives	
5.2	Media Planning	
5.3	Types of Advertising Media	
5.4	Advantages and Disadvantages of Advertising Media	
5.5	The Media Planning Process	
5.6	Support Media	
5.7	Media Selection and Scheduling	
5.8	The Theory of Cognitive Dissonance and Clues for Advertising Strategies	
TOTAL HOURS		60

Recommended Textbooks

1. Wright M:G; Advertising, McGraw Hill Inc.
2. Wilmschurst & Mackay; The Fundamentals of Advertising, Butterworth Heinemann
3. Advertising: Principles and Practice, Latest Edition, by William Wells, John Burnett, and Sandra Moriary, Prentice Hall. This book is highly recommended as a follow up to class lectures. However, the lectures will not be directly based on the text book
4. Cialdini, Robert B. (1993), Influence: The Psychology of Persuasion.
5. Ogilvy, David (1963) Confessions of an Advertising Man, Athenaeum: New York.

Year Two – Semester Two: ENTREPRENEURSHIP SKILLS**Course Code: CENS225****Credit Unit: 3****LEARNING HOURS GUIDELINES****LH - 30 Hours; TH - 30 Hours****PH - 30 Hours**

Unit	Unit Details	Hours
	INTRODUCTION TO ENTREPRENEURSHIP	
	Definition Concepts in entrepreneurship Reasons /importance of studying entrepreneurship	
	THE ENTREPRENEUR	
	Types of Entrepreneurs Qualities /characteristics of an entrepreneur Roles of an entrepreneur in an enterprise	
	ENTREPRENEURIAL CULTURE	
	Concept of entrepreneurial culture Habits that promote entrepreneurial development Factors inhibiting entrepreneurial development Ways of managing factors that inhibit development of Entrepreneurial culture	
	CREATIVITY AND INNOVATION	
	Meaning of creativity and innovation Process of creativity and innovation Importance of creativity and innovation Barriers to creativity and innovation Managing creativity and innovation	
	STARTING A SMALL BUSINESS	
	Procedure of starting a small enterprise Factors to consider when starting a small enterprise Legal forms of business ownership Challenges faced when starting a small enterprise Business life cycle Regulations affecting business Business support services available for a small business	
	INTRODUCTION TO BUSINESS PLAN	
	Definition of business plan Components of a business plan Uses of a business plan Preparation of a business plan	
	ENTREPRENEURSHIP ETHICS	
	Definition Examples of entrepreneurship ethics Importance of entrepreneurship ethics Ethical challenges facing entrepreneurs Solutions to the ethical challenges facing entrepreneurs	

Year Two – Semester Two: REAL LIFE PROJECT IV		
Course Code:CMDP226	Credit Unit: 3	

Year Two – Semester Two: FIELD ATTACHMENT(industrial training ii)		
Course Code:CIDT 220	Credit Unit : 2	