Subject code	Credits
INF3028	3

Title

INTERAKTYVIOJI MULTIMEDIJA

Title in English

INTERACTIVE MULTIMEDIA

Subject goal and annotation

Course provides an introduction to interactive multimedia. Students are going to learn about various forms of interactive multimedia. Moreover, students are going to learn about means of expression. They are going to know and use media art as a practical approach. The main aim of this course will be to learn about multimedia functionality and user involvement. Students are going to learn about usability, art, technique and semiotic. They are going to learn and to use the strategy and tactics of the multimedia project preparation and development.

Prerequisites

Undergraduate courses: Basics of programming, Computer graphics

Relationship between the learning outcomes of the Programme and learning outcomes of the subject

Learning outcomes of the Programme	Learning outcomes of the subject	Criteria for measuring the achievement of learning outcomes
4. Knowledge of basic and advanced multimedia theories and applications, ability to apply it.	Knowledge and understanding about synthesis of technology and art.	Student demonstrates the knowledge of multimedia technology and art.
6. Knowledge of Internet and multimedia products development, their commercial and social impact.	Knowledge and understanding about multimedia projects functionality and its concepts.	Student demonstrates the knowledge about multimedia concepts.
9. Perform interdisciplinary research and development/creation in multimedia area, apply results in practical applications.	Choose and apply effective strategy and tactics for the multimedia project.	Student demonstrates skills in choosing effective tactics and methods.
11. Analysis, design and development of advanced Multimedia systems.	Ability to solve practical interactive multimedia problems.	Student demonstrates skills in practical work.
13. Ability to analyse the newest trends in Internet and multimedia systems (and general computer science and digital arts) and apply them in development of novel systems.	Ability to analyse multimedia elements as art object, design object and consumerism object.	Student presents his analysis to their colleagues and lecturer.
18. Critical analysis of Internet and multimedia projects context and their influence to business, culture and society.	Working in team. Presenting results.	Student groups present their project to their colleagues and lecturer.

Subject content

	Lecture topics and contents	Hours
1.	Introduction	2
2.	Concept of interactive multimedia	2
3.	Interactive multimedia as a synthesis of technology and artistic expression.	2
4.	Functionality and visual narrativity.	4
5.	Interactive multimedia as a symbiosis of the art, design, consumerism and semiotics.	4
6.	Project planning, implementation and support	2
7.	Practical implementation of the project	8

8.	Assessment of interactive multimedia projects. Study of the art.	6
	Total	**30**

Practical work contents

Practical problems should be presented and described.
1. Analysis of multimedia as art, design or consumerism object.
2. Practical interactive multimedia problem solving.
3. Project work.

Evaluation of study results

Final written exam (50%), mid-term written exam (17%), and assessments of laboratory (practical) work (33%).

Distribution of subject study hours

Lectures	30
Laboratory work	15
Individual studies (including studies in groups, preparation for the mid-term and final exams)	36
Total	**81**

Recommended literature

No	The authors and title	Number of copies available		
		in the Library of VMU	in specialized publication collections at VMU	in other libraries
Main literature				
1.	EnglandE., FinneyA. Managing Multimedia:Project ManagementforInteractive Media(2ndEdition)		2	
2.	FrickT.ManagingInteractive MediaProjects		1	
3.	BrownD.M. Communicating Design:DevelopingWebSite DocumentationforDesignand Planning		1	
4.	Vaughan Tay Multimedia: Making it working		1	
Additional literature				
1.	ShelfordT. J. RemillardG. A. RealWebProjectManagement: CaseStudiesandBestPractices fromtheTrenches			

Subject prepared and coordinated by

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