

# 49104-IC-1-2003-1-RO-ERASMUS-PROGUC-1

## IMM EU Socrates Erasmus Programme Master programme Syllabus

**Course Title:** Multimedia Presentation  
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| <b>Purpose</b>           | Learning theoretical and practical knowledge about the usage of multimedia for presentation, and the presentation methods of multimedia products.   |
| <b>Learning Outcomes</b> | At the end of the course students should be able to develop multimedia materials for several kind of presentations (in the field of education, business etc.).<br>Students should be able to use the verbal, printed and electronic media for presenting multimedia products.   |
| <b>Course Summary</b>    | Psychological and methodical basics of presentation. General and special requirements of the efficient presentation. Directives of presentation purposed multimedia development. Analysis of the media techniques that help the dissemination of the multimedia products. Development and realisation of presentation purposed multimedia materials within the frame of individual and team work. |

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| <b>Course Structure</b>                  | <ul style="list-style-type: none"> <li>• <b>Introduction</b></li> <li>• <b>Fundamentals:</b> <ul style="list-style-type: none"> <li>- Psychology of learning process (in a typical age)</li> <li>- Features of the perfect presentation</li> <li>- Means for determination of the presentation efficiency</li> </ul> </li> <li>• <b>Advertisement, PR</b> <ul style="list-style-type: none"> <li>- a forms, methods, media of the advertisement,</li> <li>- Chance of multimedia in the field of PR</li> </ul> </li> <li>• <b>Preparation and usage of the presentation purposed multimedia</b> <ul style="list-style-type: none"> <li>- General requirements of the efficient presentation,</li> <li>- Special requirements of the efficient presentation,</li> <li>- Multimedia evaluation practice,</li> <li>- Directives of presentation purposed multimedia development,</li> <li>- Developing practice</li> </ul> </li> <li>• <b>Methods of multimedia presentation</b> <ul style="list-style-type: none"> <li>- Objectives and methods of the determination of the target group,</li> <li>- Survey of the media adequate for describing multimedia,</li> <li>- Determination of the characteristic, relevant parts of a multimedia product,</li> <li>- Methods for assembling the professional contain and the script of a presentation,</li> <li>- Developing methods of different kind of media (oral, audiovisual, electronic etc.),</li> <li>- Multimedia promotional material preparation (practice)</li> </ul> </li> </ul> |
| <b>Learning Assignments</b>              | <p>All students develop a presentation purposed multimedia material and perform a multimedia presentation.</p> <p>Beside this they have to perform a multimedia evaluation within the form of team work and submit a written assignment regarding this work.</p>  |
| <b>Tutorials Structure</b>               | Cours e   |
| <b>Interactive or Multimedia content</b> | The both  |
| <b>Software needed</b>                   | Text editor, Authorware professional 7.0, Flash, web server.  |
| <b>References</b>                        | <p>Spolsky, Joel: User interface design for programmers. (2001 Apress)</p> <p>(ed) Gannon, Martin J., Newman, Karen L.: The Blackwell handbook of cross-cultural management. (2001 Blackwell Publishers)</p> <p>Heidrich, Wolfgang: The Art of Visual Interface Design Humanising the Computer - User Interface (2003 RotoVision)</p> <p>Kasdorf, William E.: The Columbia Guide to Digital Publishing (Columbia University Press, 2003)</p>  |