

Faculty of Computers and Information Technology

Multimedia

Information :

Course Code : DM442 **Level :** Undergraduate **Course Hours :** 3.00- Hours

Department : Digital Media Technology

Instructor Information :

| Title | Name | Office hours |
|--------------------|--|--------------|
| Professor | NEVEEN IBRAHIM MOHAMED GHALI | |
| Teaching Assistant | Hoda Ahmad Moustafa Abdelrahman Ismail | |
| Teaching Assistant | Mona Mohamed Mohamed Ali Almakhton | |
| Teaching Assistant | Debaj Shady Mahmoud Talha Mohamed Elmaghrary | |

Area Of Study :

- “Understand knowledge that enhances skills in fundamental area of multimedia.
- “Use and adopt fundamental and advanced mathematics, basic sciences and computer science theories in all development phases of multimedia systems.
- “Use all available principles and tools to develop multimedia systems.
- “Comprehend deeply the basic concepts of multimedia to be ready for further and continuous learning.
- “Develop and evaluate multimedia components

Description :

Introduction to multimedia systems, Media Types, Digital Audio, Digital video, Lossy and lossless data compression, Predictive coding techniques, Transform coding techniques, Scalar and vector quantization, Entropy encoding, Huffman coding, Arithmetic coding, Adaptive techniques, Dictionary based coding (LZ11- LZ78- LZW), JPEG compression, Motion estimation and compensation in video, MPEG compression, Wavelet coding, multimedia databases, Network considerations for multimedia transmission. Screen Resolution And Screen Technology, Video Accelerator Design System, Vaster Graphics (3d- Transformation), Analog to Digital Conversion, Video Compression, Mixing and Displaying at 30 FPS with Full Color Capacity, Physics Of Sound, Sound Cards, Sound Cards Limitations

Course outcomes :

a. Knowledge and Understanding: :

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| 1 - | Explain different concepts and theories related to multimedia systems. |
| 2 - | Illustrate the basic concept of high level programming languages |
| 3 - | Discuss the fundamental mathematics and statistics required to solve problems in multimedia |

b. Intellectual Skills: :

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| 1 - | Classify methods, techniques and algorithms used in for multimedia systems |
| 2 - | Analyze different solutions using well-defined criteria for multimedia systems |
| 3 - | Select appropriate methodologies and techniques for a given problem solution and setting out their limitations, restrictions and errors for multimedia systems |

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| 4 - | Illustrate a set of alternative solutions for a given problem associated with their results for multimedia systems |
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c. Professional and Practical Skills: :

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| 1 - | Use human computer interaction principles in the construction and evaluation of user interfaces for wide ranges of applications for multimedia systems |
| 2 - | . Apply effective information to learn multimedia programming languages and different supporting tools |
| 3 - | Deploy effective supporting tools to implement and test multimedia systems |

d. General and Transferable Skills: :

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| 1 - | Apply quantitative methods and skills in understanding and presenting cases |
| 2 - | Apply communication skills in presentations and report writing using various methods and tools |
| 3 - | Work in a team to develop the requirement documentation |

ABET Course outcomes :

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|-----|---|
| 1 - | Demonstrate adequate understanding of the knowledge that enhances skills in fundamental area of multimedia. |
| 2 - | Use and adopt fundamental and advanced mathematics, basic sciences and computer science theories in all development phases of multimedia systems. |
| 3 - | Use all available principles and tools to develop multimedia systems. Comprehend deeply the basic concepts of multimedia to be ready for further and continuous learning. |
| 4 - | Develop and evaluate multimedia components. |

Course Topic And Contents :

| Topic | No. of hours | Lecture | Tutorial / Practical |
|--|--------------|---------|----------------------|
| Introduction to Multimedia and concepts of data representation, lossy and lossless data. | 4 | 2 | 2 |
| Basics of Digital Text, Audio, Image, and Video | 4 | 2 | 2 |
| Text data: concepts, creation, editing | 4 | 2 | 2 |
| Image creation & editing | 4 | 2 | 2 |
| Planning and Costing for Multimedia development projects: scheduling, estimating, RFPs | 4 | 2 | 2 |
| Developing Multimedia: design, creativity, content, team work, etc | 4 | 2 | 2 |
| Editing and authoring tools | 4 | 2 | 2 |
| Content and talent acquisition: Content acquisition, ownership and talent acquisition | 4 | 2 | 2 |
| Mid Term | 2 | | |
| Content Based Media Retrieval | 4 | 2 | 2 |
| Multimedia and Human Computer Interfaces | 4 | 2 | 2 |
| Multimedia project delivery | 4 | 2 | 2 |
| Practical Exam | 4 | 2 | 2 |
| Final Exam | 2 | | |

Teaching And Learning Methodologies :

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| Interactive Lectures including discussion |
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Practical Exam

Self-Study (Project / Reading Materials / Online Material / Presentations)

Others (Participation)

Course Assessment :

| Methods of assessment | Relative weight % | Week No | Assess What |
|------------------------|-------------------|---------|-------------|
| Final Exam | 40.00 | 14 | |
| Midterm Exam (s) | 20.00 | 9 | |
| Others (Participation) | 10.00 | | |
| Practical Exam | 20.00 | 13 | |
| Presentations | 5.00 | | |
| Research and Reporting | 5.00 | | |

Course Notes :

Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)

Recommended books :

Tay Vaughan, Multimedia: Making It Work, McGraw-Hill, latest edition.

Web Sites :

prezi.com