



## Course syllabus

Faculty of Technology

Department of Computer Science and Media Technology

4ME306 Multimediedesign och produktion, 7,5 högskolepoäng

Cross-Media Design and Production, 7.5 credits

### **Main field of study**

Media Technology

### **Subject Group**

Media Production

### **Level of classification**

Second Level

### **Progression**

A1N

### **Date of Ratification**

Approved 2015-05-22

Revised 2019-05-11 by Faculty of Technology. Adjustments of the Objectives and literature list is revised.

The course syllabus is valid from spring semester 2020

### **Prerequisites**

30 credits, at the G2F level in Media Technology or equivalent.

## Objectives

The aim of this course is to provide students with the theoretical foundations, practical knowledge and skills that are required for the design of rich digital content applications and experiences that rely on cross-media.

Upon completion, the student should be able to:

- have a thorough understanding of different technologies and platforms required for the creation, production and distribution of cross-media content.
- understand aspects related to interoperability and scalability between different media platforms.
- understand different script and narrative formats suitable for multi-platform storytelling.
- design, test, and evaluate and combine multiple platforms and devices.

## Content

The course comprises of the following topics:

- An overview of relevant concepts and contemporary approaches used for designing and implementing cross-media applications.
- Analysis and discussion of different cross media cases.

- Different tools for cross media production.
- Experimental design and production of an interactive cross-media experience around proposed themes.

## Type of Instruction

Lectures, seminars and workshops

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail (i.e. received the grade F).

Assessment in this course will be comprised of: written and/or oral examinations, assignments as well as mandatory seminar work. At the beginning of the course it will be decided on what types of assessment used.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 4ME106 Cross-Media Design and Production, 7.5 credits

## Other

Grade criteria for the A–F scale are communicated to the student through a special document. The student is to be informed about the grade criteria for the course by the start of the course at the latest.

## Required Reading and Additional Study Material

### **Required Reading**

Drew Davidson (Ed.) 2010, Cross-Media Communications: An Introduction to the Art of Creating Integrated Media Experiences. ETC Press, Pittsburgh, PA, USA.

DFM, Distributed materials, 150 pages