

COURSE OUTLINE

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Course Code: MPPP1373 - Visual Technology Production Total Lecture Hours: 42 hours	Semester: I Academic Session: 2014/2015

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Synopsis : This course gives exposures on theories and skills of design and production of visual static media. Students will develop a complete package using the media. The aspect of computer integration will be focused more in this course. Students also will evaluate the package that has been developed. The production of static media will focus more on photography and digital graphics fields in teaching. Varieties of photographing techniques, development of visual materials and image manipulation techniques will be focused in this course to produce excellent and quality teaching materials. A pre-requisite of this course is MPT 1183: Instructional Material Production.

LEARNING OUTCOMES

By the end of the course, students should be able to:

No.	Course Learning Outcome	Programme Outcome	Taxonomies (C, P, A)	Assessment Methods
1.	discuss the development of visual static production technology especially the photography technology.	PO2	C2	A, Q, PR, T1
2.	analyze the photography technologies and its applications in education.	PO2	C4	A, Q, T1, PR,F
3.	produce visual static materials using several conventional ways and techniques to digital era.	PO2 PO7	C5 A4 LL1, LL2	A, Q, PR, F
4.	demonstrate understanding of basic principles in graphics design. display proficiency in graphics design process	PO5	A3	A, PR

Prepared by: Name: Signature: Date:	Certified by: (Course Panel Head) Name: Signature: Date:
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5.	and technologies.	PO3	P5 CS4	PR, Pr (T – Test ; PR – Project ; HW – Homework ; Pr – Presentation, F – Final Exam)
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STUDENT LEARNING TIME (SLT)

Teaching and Learning Activities	Student Learning Time (hours)
1. Face-to-Face Learning	
a. Lecturer-Centered Learning	
i. Lecture	28
b. Student-Centered Learning (SCL)	
i. Laboratory/Tutorial	
ii. Student-centered learning activities – Active Learning, Project Based Learning	12
2. Self-Directed Learning	
a. Non-face-to-face learning or student-centered learning (SCL) such as manual, assignment, module, e-Learning, etc.	54
b. Revision	10
c. Assessment Preparations	11
3. Formal Assessment	
a. Continuous Assessment	2
b. Final Exam	3
Total (SLT)	120

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TEACHING METHODOLOGY

Lecture and Discussion, Co-operative Learning, Independent Study, Group Project, Presentation

WEEKLY SCHEDULE

WEEK	TOPICS	NOTES
1	<ul style="list-style-type: none"> • Course and syllabus explanation • Lecturer's & student's responsibilities • Assignments & project 	Clarification of course syllabus, teaching and learning strategy, assignments and project guidelines.
WEEK	TOPICS	NOTES
2	Lecture <ul style="list-style-type: none"> • Introduction to visual technology • Visual technology in education • Visual technology resources • Photography and its applications <ul style="list-style-type: none"> • Camera: types and characteristics • SLR camera: Specialization and handling • Lenses and Aperture • Shutter speed and Exposure • Film/CCD: ISO and funtions 	Case Study on Photography (Team work)
3	Lecture/ Practical Session <ul style="list-style-type: none"> • Digital Photography <ul style="list-style-type: none"> • Digital camera and its controls • The strength and techniques • Visual modification/manipulation using camera • Media storage devices 	
4	Lecture/ Practical Session <ul style="list-style-type: none"> • Light and Lighting <ul style="list-style-type: none"> • The sources and effect • Controlling and manipulating • Natural and available light • Artificial and Flash Lighting • Shooting Techniques and Tips <ul style="list-style-type: none"> • Image composition • Theme and Moods • Shooting Techniques 	
	Lecture/Practical Session	

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5	<ul style="list-style-type: none"> • Studio Photography <ul style="list-style-type: none"> • Equipments and techniques • Shooting Still-life • Portrait and Living 	
6	Lecture/Practical Session <ul style="list-style-type: none"> • Visual: Resources & Technology <ul style="list-style-type: none"> • Producing analogue and digital images • Transform analogue to digital images • Scanning • Digital Imaging • 2D vs 3D image 	TEST (10 marks) Case Study on Image Transformation (Team work)
7	Lecture/Practical Session <ul style="list-style-type: none"> • Basic Image Editing <ul style="list-style-type: none"> • Introduction to image editing software • Working with documents • Working with type • Image selection • Image size & resolution 	
8	Lecture/Practical Session <ul style="list-style-type: none"> • Manipulating Digital Image <ul style="list-style-type: none"> • Image Transformation; rotate, schewed, crop etc. • Using Hue/Saturation • Modifying image color • Modifying image lighting 	
9	Semester Break	
10	Lecture/Practical Session <ul style="list-style-type: none"> • Manipulating Image II <ul style="list-style-type: none"> • Producing Image Borders • Integrating Techniques: Speed and Time effect • Combining Images • Special effect and Panoramicimage 	
11	Lecture/Practical Session <ul style="list-style-type: none"> • Visual Technology for Dissemination <ul style="list-style-type: none"> • Image Technology for Printing • Image Technology for CD-ROM • Image Technology for Web • Producing Images for Printing, CD-ROM and Web 	Case Study on Image Dissemination (Team work)
12	Lecture/Practical Session <ul style="list-style-type: none"> • Production of Static-visual Product <ul style="list-style-type: none"> • Brochures and Pamphlets • Posters and Bunting • Banners and etc 	

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13	Lecture/Practical Session <ul style="list-style-type: none"> • Process and Technology of Visual Printing <ul style="list-style-type: none"> • Printing Technology • Technique and Process of Printing • Digital Printing • Choosing Paperfor Printing 	
14 & 15	<ul style="list-style-type: none"> • Project Presentation 	

- REFERENCES** :
1. Ames, K. (2006). Digital SLR Photography with Photoshop CS2 All-In-One for Dummies. New Jersey: Wiley.
 2. Busch, B.D. (2005). Adobe Photoshop CS2: Photographers' Guide. Boston: Thomson Course Technology.
 3. Busch, B.D. (2006). Digital Photography All-In-One Desk Reference for Dummies (3rd edition). NJ: Wiley Publishing
 4. Ellis, J. (2005). Digital Photography. Leicester : Silverdale Books
 5. JamalludinHarun&ZaidatunTasir (2003). Adobe Photoshop 7.0: Konsep dan AsasPenggunaan (Siri 1). Kuala Lumpur: Venton Publishing.
 6. JamalludinHarun&ZaidatunTasir (2003). Adobe Photoshop 7.0: Fotografi Digital, Web dan Multimedia (Siri 2). Kuala Lumpur: Venton Publishing.
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 8. King, J.A. (2006). Digital Photography Before and After Makeovers. NJ : Wiley Publishing
 9. Maran Graphics (2003). Digital Photography. Indianapolis : Wiley Publishing.
 10. Smith, C. (2006). Complete Photoshop CS2 for Digital Photographers. Hingham: Charles River Media
 11. Willmore, B. (2006). Adobe Photoshop CS2 Studio Techniques. Berkeley: Peachpit Press

GRADING

No.	Assessment	Number	% each	% total	Dates
1	Assignments	5	3%	15	
2	Project	1	20%	20	
3	Quizzes	3	3.33%	10	
4	Presentation	1	5%	5	
5	Test 1	1	10%	10	
6	Final Exam	1	40%	40	
	Overall Total			100	

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Note:

- Instructor has the right to make any immediate amendment in order to fulfill the course requirements.
- All information about assignments/projects will be discussed in the class.

Case Study Report (Group)

There will be 2 or 3 cases related to visual technology that need to be discussed by every team in and outside class. Each team should consist of 3 – 4 team members. The case study report should cover:

- i. The explanation on the problem of the case
- ii. Suggested solution
- iii. Team reflection on solving the case.

Each case study report should be around 3 – 4 pages.

Assignment 1 – Digital Image Album (Individual Project)

Every student has to prepare Digital Image Album in their blog (in a CD-ROM) consists of:

- i. Realistic Images produced using DSLR (minimum 8 images – 2 portrait images, 4 landscape images, and 2 macro images). Each image has to be explained with the exposure setting (Aperture, Shutter Speed, ISO) that has been used.
- ii. At least six images with incorrect exposure and shooting techniques and the corrected version of the images with the correct exposure and shooting techniques.

Assignment 2 - Image Manipulation (Individual Project)

For this assignment, every student has to prepare six digital images with different image manipulation techniques using graphic manipulation software, which is Adobe Photoshop. This assignment needs to be uploaded in your learning portfolio, which is your blog. A copy of the files in .psd format needs to be submitted together to the instructor using a CD-ROM. The original images also has to be display side-by-side with the manipulated images. You will have to provide explanation on the manipulation techniques used.

Assignment 3 - Graphics Design – Poster/Books Cover (Individual Project)

For this assignment, student needs to create an A3 digital poster or book cover to explain one concept in teaching and learning. You can choose any topic and target users for this assignment. For examples, these are the potentials concept that you may want to consider:

- i. Human respiratory Process and System
- ii. Computer System
- iii. Video Shooting Techniques
- ii. Anaerobic Digestion
- iv. Photography Shooting Techniques
- vi. Etc.

Your poster/book cover should have more visuals and less text. Provide also explanation on how to produce the poster/book cover (the effects that have been used, filters etc.). This assignment needs to be submitted in a softcopy format (.psd and .tiff or jpeg file format) using CD-ROM.