

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY NATIONAL AGRARIAN UNIVERSITY**

**Cybernetics and Informatics Department
Faculty of Economics and Management**

MODULE SYLLABUS

Modern Multimedia Technologies

(compulsory)

Implemented in the “_Management” Academic Program

Area of specialization _073 “Management”

at the first (bachelor’s) level of higher education

Sumy-2023

Author: sh -

Kate AHADZHANOV HONZAI 177

Module syllabus agreed at the Cybernetics and Informatics Department meeting

Minutes No 16 dated June 6, 2023

Head of Cybernetics and Informatics Department

Svitlana AHADZHANOVA

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Approved by:

Guarantor of the Academic program [Signature] (Nataliya STOYANETS)

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15.06. 2023

Syllabus review data:

The academic year in which changes are made	The Academic program attachment number with changes description	Changes revised and approved		
		Minutes No and date of the department meeting	Head of Department	Guarantor of the Academic program

1. MODULE OVERVIEW

1.	Title	Modern Multimedia Technologies			
2.	Faculty/Department	Economics and Management/Cybernetics and Informatics			
3.	Type (compulsory or optional)	compulsory			
4.	Program(s) to which module is attached (to be filled in for compulsory types)	Management/ 073 “Management”			
5.	Module can be suggested for (to be filled in for optional types)				
6.	Level of the National Qualifications Framework	6-th			
7.	Semester and duration of module	1 semester, 1-15 weeks 2 semester, 1-15 weeks			
8.	ECTS credits number	5-th			
9.	Total workload and time allotment 1 semester 2 semester	Directed study		Self-directed study	
		Lectures	Practicals	Labs	
		16	30		44
		14	30		16
10.	Language of instruction	english			
11.	Module leader	Karen Ahadzhanov-Honzalez, Senior Lecturer, Master			
12.	Module leader contact information	karen.ahadzhanov-honzalez@snau.edu.ua; room 308e.			
13.	Module description	Multimedia and hypermedia technologies integrate powerful distributed resources that can provide an environment for the formation and development of key competencies, which include primarily information and communication.			
14.	Module aim	Students mastering a set of knowledge in the field of multimedia technologies, systems and methods of storing and reproducing text, graphics, audio, video information, their components and acquiring on the basis of this knowledge practical skills and theoretical knowledge necessary for creative approach in further professional work. Students master the algorithms for creating modern multimedia products, computer software, hardware in the field of multimedia: graphic, text, audio and video editors. Mastering conceptual models of development, distribution, processing, use and storage of multimedia documents; strategy for choosing multimedia systems.			
15.	Module Dependencies (prerequisites, co-requisites, incompatible modules)	1. The educational component is based on the general course of computer science. 2. The educational component is the basis for admission to the specialty.			
16.	The policy of academic integrity	The student must follow the rules of academic integrity during the performing practical work, writing essays, attestation, test and examination papers. If the facts of write-off or academic dishonesty are revealed, the work done by the student is canceled.			
17.	Link in Moodle	https://cdn.snau.edu.ua/moodle/course/view.php?id=4088			

2. CORRELATION BETWEEN MODULE LEARNING OUTCOMES (MLOs) AND PROGRAM LEARNING OUTCOMES (PLOs)

MLOs:	PLOs	How assessed
On successful completion of the module the learner will be able to:	<p>PLO 19.</p> <p>Use modern information technologies in the management of resources and databases to substantiate management decisions regarding the choice of innovative technologies in agricultural enterprises</p>	
MLOs 1. Know the theoretical foundations of modern multimedia technologies	+	Multiple choice tests, calculation tasks
MLOs 2. Apply theoretical knowledge and practical skills and abilities to use multimedia tools	+	Multiple choice tests, calculation tasks
MLOs 3. Select and prepare for work multimedia learning tools together with media (slides, audio and video recordings, CDs, training and monitoring software, etc.) that allow you to optimally organize the workplace.	+	Multiple choice tests, calculation tasks
MLOs 4. Create the simplest materials used with multimedia equipment.	+	Multiple choice tests, calculation tasks

3. MODULE INDICATIVE CONTENT

Topics	Distribution of hours			Self-directed study	Learning resources
	Directed study				
	Lectures	Practicals	Labs		
Topic 1. <i>Introduction to multimedia technology.</i> 1.1. Introduction to multimedia 1.2. History of multimedia technology development 1.3. Components of multimedia 1.4. Areas of application of multimedia technologies	4	4		4	Basic: 1(pp. 5-38) Additional: 1(pp. 17-22)
Topic 2. <i>Multimedia data storage.</i> 2.1. Digital image storage 2.2. Audio storage 2.3. Video storage 2.4. Storage of hypertext documents 2.5. Computer animation storage 2.6. Storage of text data	4	4		4	Basic: 1(pp. 55-68) Additional: 1(pp. 37-42)
Topic 3. <i>Multimedia data compression algorithms.</i> 3.1. Features of multimedia data compression 3.2. Image compression algorithms 3.3. Audio compression algorithms 3.4. Video compression algorithms	4	4		4	Basic: 1(pp. 70-88) Additional: 1(pp. 47-52)
Topic 4. <i>Software interfaces for creating multimedia applications.</i> 4.1. OpenGL graphics library 4.2. DirectX software interface	4	8		14	Basic: 1(pp. 82-88) Additional: 1(pp. 57-62)
Topic 5. <i>Means of preparation and submission of presentations.</i> 5.1. General information about multimedia technology. 5.2 Multimedia computers. 5.3. Multimedia projectors. 5.4 Terminals for video conferencing.	4	10		10	Basic: 1(pp. 82-88) Additional: 1(pp. 57-62)
Topic 6. <i>Author's multimedia tools.</i> 6.1. Classification of author's means of multimedia. 6.2. Scripting language. 6.3. Visual data flow control. 6.4. Frame. 6.5. Script language card. 6.6. Timeline. 6.7. Hierarchical objects. 6.8. Hypermedia links. 6.9. Markers.	4	10		10	Basic: 1(pp. 88-98) Additional: 1(pp. 60-62)
Topic 7. <i>Types of presentations.</i> 7.1. Types of presentations. 7.2. Presentation with script. 7.3. Interactive presentation.	4	10		10	Basic: 1(pp. 99-105) Additional: 1(pp. 63-67)

7.4. Automatic presentation.				
Topic 8. <i>Video conferencing</i> . 8.1. Appointment of video conference. 8.2. Architecture and standards of video conferencing systems. 8.3. Communication channels for video conferencing. 8.4. Video call quality. 8.5. Video conferencing equipment.	6	10		10
Total	30	60		60

4. TEACHING AND LEARNING METHODS

MLOs	Teaching methods (directed study)	Hours	Learning methods (self-directed study)	Hours
MLOs 1. Know the theoretical foundations of modern multimedia technologies	Lecture, practical lesson, discussion of topical issues	20	Elaboration of theoretical material, solution of calculation tasks	15
MLOs 2. Apply theoretical knowledge and practical skills and abilities to use multimedia tools	Lecture, practical lesson, discussion of topical issues	20	Elaboration of theoretical material, solution of calculation tasks	15
MLOs 3. Select and prepare for work multimedia learning tools together with media (slides, audio and video recordings, CDs, training and monitoring software, etc.) that allow you to optimally organize the workplace.	Lecture, practical lesson, discussion of topical issues	20	Elaboration of theoretical material, solution of calculation tasks	15
MLOs 4. Create the simplest materials used with multimedia equipment.	Lecture, practical lesson, discussion of topical issues	30	Elaboration of theoretical material, solution of calculation tasks	15
Total hours		90		60

5. ASSESSMENT

5.1. Diagnostic assessment

5.2. Summative assessment

5.2.1. Intended learning outcomes methods:

No	Summative assessment methods	Grades	Deadline
Autumn semester			
1.	Practical Work 1-2	20 points / 20 %	7 week
2.	Practical Work 3-4	20 points / 20 %	14 week
3.	Test	15 points / 15 %	During semester
4.	Practical Work 5-6	20 points / 20 %	7 week
5.	Practical Work 7-8	25points / 25 %	14 week

Spring semester			
1.	Practical Work 1-2	10 points / 10 %	7 week
2.	Practical Work 3-4	20 points / 20 %	14 week
3.	Test	15 points / 15 %	During semester
4.	Practical Work 5-6	10 points / 10 %	7 week
5.	Practical Work 7-8	25 points / 25 %	14 week
6.	Exam	30 points / 30 %	15 week

5.2.2. Grading criteria

Summative assessment method	Unsatisfactory	Satisfactory	Good	Excellent
Autumn semester				
Practical Works 1-2.	<i>0-3 points</i>	<i>3-5 points</i>	<i>5-10 points</i>	<i>10-20 points</i>
	Task not completed (method and answers are incorrect)	The progress is correct, but there are significant errors, the answers are mostly wrong	The task is completed, but there are minor errors	Task completely done. Mistakes missing
Practical Works 3-4	<i>0-3 points</i>	<i>3-5 points</i>	<i>5-10 points</i>	<i>10-20 points</i>
	Task not completed (method and answers are incorrect)	The progress is correct, but there are significant errors, the answers are mostly wrong	The task is completed, but there are minor errors	Task completely done. Mistakes missing
Certification (multiple choice test)	<i>0-3 points</i>	<i>3-7 points</i>	<i>7-13 points</i>	<i>14-15 points</i>
	Depends on the number of correct answers to the test	Depends on the number of correct answers to the test	Depends on the number of correct answers to the test	Depends on the number of correct answers to the test
Practical Works 5-6	<i>0-3 points</i>	<i>3-5 points</i>	<i>5-10 points</i>	<i>10-20 points</i>
	Task not completed (method and answers are incorrect)	The progress is correct, but there are significant errors, the answers are mostly wrong	The task is completed, but there are minor errors	Task completely done. Mistakes Missing
Practical Works 7-8	<i>0-10 points</i>	<i>11-14 points</i>	<i>15-19 points</i>	<i>20-25 points</i>
	Task not completed (method and answers are incorrect)	The progress is correct, but there are significant errors, the answers are mostly wrong	The task is completed, but there are minor errors	Task completely done. Mistakes Missing

Spring semester				
Practical Works 1-2.	0-3 <i>points</i>	3-5 <i>points</i>	5-7 <i>points</i>	8-10 <i>points</i>
	Task not completed (method and answers are incorrect)	The progress is correct, but there are significant errors, the answers are mostly wrong	The task is completed, but there are minor errors	Task completely done. Mistakes missing
Practical Works 3-4	0-3 <i>points</i>	3-5 <i>points</i>	5-10 <i>points</i>	10-20 <i>points</i>
	Task not completed (method and answers are incorrect)	The progress is correct, but there are significant errors, the answers are mostly wrong	The task is completed, but there are minor errors	Task completely done. Mistakes missing
Certification (multiple choice test)	0-3 <i>points</i>	3-7 <i>points</i>	7-13 <i>points</i>	14-15 <i>points</i>
	Depends on the number of correct answers to the test	Depends on the number of correct answers to the test	Depends on the number of correct answers to the test	Depends on the number of correct answers to the test
Practical Works 5-6	0-3 <i>points</i>	3-5 <i>points</i>	5-7 <i>points</i>	8-10 <i>points</i>
	Task not completed (method and answers are incorrect)	The progress is correct, but there are significant errors, the answers are mostly wrong	The task is completed, but there are minor errors	Task completely done. Mistakes Missing
Practical Works 7-8	0-10 <i>points</i>	11-14 <i>points</i>	15-19 <i>points</i>	20-25 <i>points</i>
	Task not completed (method and answers are incorrect)	The progress is correct, but there are significant errors, the answers are mostly wrong	The task is completed, but there are minor errors	Task completely done. Mistakes Missing
Exam	0-9 <i>points</i>	10-16 <i>points</i>	17-24 <i>points</i>	25-30 <i>points</i>
	Depends on the number of correct answers to the test	Depends on the number of correct answers to the test	Depends on the number of correct answers to the test	Depends on the number of correct answers to the test

5.3. Formative assessment

Formative exercises are designed to enable students to develop particular aspects of their learning, prior to summative assessments. Formative exercises are designed to help students use feedback and self-reflection to manage and develop their learning so that they can see how to improve their work.

No	Formative Assessment elements	Date
Autumn semester		
1.	Oral interview after studying each topic	After completing the study of the topic
2.	Passing the test on certification and modular control with feedback from the teacher	According to the schedule of the educational process

3.	Passing the test after the end of the study of each topic for independent control of knowledge and preparation for the test (exam)	Regulated by the student independently
4.	Protection of practical works	One week after their delivery
5.	Oral feedback from the teacher while working on practical work during classes	Throughout the semester

Self-assessment can be used both an element of formative and summative assessment.

6. LEARNING RESOURCES

6.1. Key resources

1. Khalid Sayood: "Introduction to Data Compression", Morgan Kaufman Harcourt India, Third Edition, 2010.
2. Mark S. Drew, Ze-Nian Li, "Fundamentals of Multimedia", PHI, 2009.
3. Peter Symes : Digital Video Compression, McGraw Hill Pub., 2004.
4. Yun Q. Shi, Huifang Sun, "Image and Video Compression for Multimedia Engineering, Algorithms and Fundamentals", CRC Press, 2003.

6.2 Methodical resources

K.Ahadzhanov-Gonzalez Modern Multimedia Technologies(e-course in Moodle:Address - <https://cdn.snau.edu.ua/moodle/course/view.php?id=4088>)

6.3. Additional resources

1. Brusilovsky, Peter et.al. The Adaptive Web: Methods and Strategies of Web Personalization. Berlin: Springer, 2017.
2. Christopher D. Manning, Prabhakar Raghavan and Hinrich Schütze," Introduction to Information Retrieval", Cambridge University Press, 2018
3. Ricci, F.; Rokach, L.; Shapira, B.; Kantor, P.B. (Eds.), Recommender Systems Handbook. 1 st Edition., 2021.

Рецензія

на робочу програму (силабус) освітнього компонента «Сучасні мультимедійні технології»
для ОП «Міжнародне право»
за спеціальністю 293 Міжнародне право

Параметр, за яким оцінюється робоча програма (силабус) освітнього компонента гарантом або членом проєктної групи	Так	Ні	Коментар
Результати навчання за освітнім компонентом (ДРН) відповідають НРК			
Результати навчання за освітнім компонентом (ДРН) відповідають передбаченим ПРН (для обов'язкових ОК)			
Результати навчання за освітнім компонентом дають можливість виміряти та оцінити рівень їх досягнення			

Гарант ОП «Міжнародне право»

Запара С.І. _____

Параметр, за яким оцінюється робоча програма (силабус) освітнього компонента викладачем відповідної кафедри	Так	Ні	Коментар
Загальна інформація про освітній компонент є достатньою			
Результати навчання за освітнім компонентом (ДРН) відповідають НРК			
Результати навчання за освітнім компонентом (ДРН) дають можливість виміряти та оцінити рівень їх досягнення			
Результати навчання (ДРН) стосуються компетентностей студентів, а не змісту дисципліни (містять знання, уміння, навички, а не теми навчальної програми дисципліни)			
Зміст ОК сформовано відповідно до структурно-логічної схеми			
Навчальна активність (методи викладання та навчання) дає змогу студентам досягти очікуваних результатів навчання (ДРН)			
Освітній компонент передбачає навчання через дослідження, що є доцільним та достатнім для відповідного рівня вищої освіти			
Стратегія оцінювання в межах освітнього компонента відповідає політиці Університету/факультету			
Передбачені методи оцінювання дозволяють оцінити ступінь досягнення результатів навчання за освітнім компонентом			
Навантаження студентів є адекватним обсягу освітнього компонента			
Рекомендовані навчальні ресурси є достатніми для досягнення результатів навчання (ДРН)			
Література є актуальною			
Перелік навчальних ресурсів містить необхідні для досягнення ДРН програмні продукти			

Рецензент

Доцент кафедри кібернетики та інформатики Пасько Н.Б. _____