

Birmingham City University
Technology Innovation Centre

BSc (Hons) Multimedia Technology



BSc (Hons) Multimedia Technology

Introduction

The BSc (Hons) Multimedia Technology degree is suited to those who have an interest in working in a creative context with the technology associated with electronic media. This combines audio-visual and other multimedia technologies in their broadest sense, including design and production aspects. The course provides an in-depth but practical study of audio-visual and production techniques with their creative application in the design and development of multimedia assets and products.

Course Aims

To provide graduates with the following skills and knowledge:

- The role of multimedia in the process of communicating ideas and information, the key components of multimedia and the principles and techniques applied to authoring a multimedia production
- Design principles and aesthetic factors applied to the creation of multimedia products that are visually attractive and ergonomically effective
- Theory and practice of electronically generating and manipulating audio and video signals and their applications in multimedia production
- Authoring systems and their application in the design and implementation of multimedia projects
- New and existing technologies and an assessment of their suitability for specific applications
- The implications of competing standards and technologies on the applications they develop together with a knowledge of strategies to avoid problems
- Business theories and techniques and their application in identifying and evaluating commercial opportunities in the media and creative industries

Career Prospects

The aim of the programme is to equip graduates for careers in a broad range of creative and associated industries. The following are examples of possible employment areas:

- Providing creative solutions for entrepreneurial businesses
- Live public address audio-visual presentations
- Special effects and sound integration
- Graphics and animations for web, film and video distribution
- Image processing, enhancement and manipulation
- Project and web management

Technology Innovation Centre

Courses at Birmingham City University's Technology Innovation Centre are designed with industry to produce highly employable graduates across a wide spectrum of Advanced Engineering, Design, Interactive Media and Information and Communications technologies.

Students will benefit from both the outstanding resources and facilities at our Millennium Point campus and our unique engagement with industry, which ensures that our courses equip students with up-to-date skills, relevant to the needs of employers. Located in Birmingham City Centre, **tic** students also enjoy all the facilities of a thriving international city, including culture and entertainment for all tastes and excellent local, regional and national transport links.

Industrial Placement

Students are encouraged to further enhance their career prospects by including an industrial placement in their course. This takes place after the second year of study and extends the course duration to four years.

As well as providing the workplace experience sought by many employers, a placement provides an invaluable opportunity for students to further develop their practical expertise, earn money and try out a potential career path. The **tic** placements team supports students throughout the placement process.

Learning approaches and Assessment

Students experience a wide variety of subjects and many different types of learning environment including lectures, tutorials, practicals and computer laboratories. Learning methods include the use of the latest networked computer systems and commercial standard software platforms. All courses incorporate a significant amount of project work to provide students with the opportunity to develop and apply their knowledge and are assessed through a combination of assignments, case studies, in-class tests, presentations and examinations.

Accreditation

The BSc (Hons) Multimedia Technology course is accredited by the Institution of Incorporated Engineers as satisfying academic requirements for IEng.

Entry Requirements

Applicants will be expected to have successfully completed at least one of the following or an equivalent qualification:

- Five GCSEs/GCEs with at least two GCE 'A2' levels, or an AVCE double award. Maths, English Language and a Science subject to at least GCSE Grade C.
- An Edexcel National Certificate/Diploma in a relevant subject with a significant Merit profile. Maths, English Language and a Science subject to at least GCSE Grade C.
- A Degree Foundation Certificate, Access to HE Qualification, or equivalent, in a relevant subject.

A typical tariff point offer is 220 to 240 with AS qualifications used towards the tariff where appropriate.

Mature applicants who are able to demonstrate proficiency in Mathematics and written English will be considered for entry at Foundation Level.

Course Length

Full Time: 3 years
Sandwich: 4 years

For further Information

Course Enquiries
Birmingham City University
Technology Innovation Centre
Millennium Point
Curzon Street
Birmingham
B4 7XG

Tel: 0121 331 6400
Fax: 0121 331 5401
Email: enquiries@tic.ac.uk
www: www.tic.ac.uk

Module Grid

Year 3

| | | | | |
|---------------------|----------------------|-------------------------------|-----------------------------|--------------------------------|
| Media Project D3 | Media Industry D3 | Web Server Applications D3 | Multimedia Production D3 | Digital Image Processing D3 |
|---------------------|----------------------|-------------------------------|-----------------------------|--------------------------------|

Year 2

| | | | | |
|----------------------------------|-----------------------------------|----------------------------|------------------------|-------------------------------|
| 3D Modelling and Animation D2 | Media Production Management D2 | Authoring Techniques D2 | Video Production D2 | Audio Visual Technology D2 |
|----------------------------------|-----------------------------------|----------------------------|------------------------|-------------------------------|

Year 1

| | | | | |
|------------------------------|---------------------------|--------------------------------------|-----------------------------------|-------------------------------|
| Multimedia Interfacing D1 | Multimedia Industry D1 | Multimedia Design and Graphics D1 | Media Design and Production D1 | Audio Visual Technology D1 |
|------------------------------|---------------------------|--------------------------------------|-----------------------------------|-------------------------------|



Design Theme



Business Theme



Scripting Theme



Production Theme



Technology Theme

Brief Module Description

Year 1

Multimedia Interfacing D1

Introduction to interactive multimedia applications, Internet and World Wide Web, web mark-up, programming fundamentals, multimedia interfacing.

Multimedia Industry D1

Media industry, multimedia products, market sectors, legal and ethical aspects, planning, scheduling and management of work.

Multimedia Design and Graphics D1

Design principles, professional practice, creative process, animation, multimedia scripting language, image creation and manipulation.

Media Design and Production D1

Digital imaging, post production treatment, authoring theory, authoring websites, authoring multimedia CDs

Audio Visual Technology D1

Circuit theory and practice, signal principles, data formats and transmission, amplifiers, digital image processing, digital media storage and digital to analogue converters.

Year 2

3D Modelling and Animation D2

2D animations, 3D modelling, 3D animations, lighting, rendering and camera.

Media Production Management D2

Business development, production management techniques, research skills and finance.

Authoring Techniques D2

Multimedia application design, interaction design, multimedia scripting, programming concepts, using dynamic content, animation techniques, user interfaces, control and manipulation of media..

Video Production D2

Video production documentation, camera operation, sound recording, lighting techniques, editing and post-production, encoding, distribution methods, distribution formats, client devices and platform specific interface analysis

Audio Visual Technology D2

Test and measurement, passive and active filters, analogue to digital concept, audio systems, high speed serial transmission, networks and interconnections, integrated amplifiers, signal processing, safety and regulations.

Year 3

Media Project D3

Provides opportunity to develop in-depth knowledge and skills in media creation and production relevant to the course, including the ability to manage activities and resources, and to generate, implement and report on solutions to meet project objectives.

Media Industry D3

Industry structure and practice, PESTLE, professional issues, distribution technologies, marketing planning, financial planning, business plan, reviewing business performance and strategy.

Web Server Applications D3

Internet and World Wide Web, web server technology, advanced web application development, digital asset management, databases, data interchange and web architecture.

Multimedia Production D3

Advanced video, audio and web production, product lifecycle, product development cycle, business led production, market requirements, production theory and reality.

Digital Image Processing D3

Digital image fundamentals, digital Image processes, image enhancement, Image restoration and colour image processing.

Disclaimers

Birmingham City University's Disability Service aims to enable students with disabilities or learning support needs to make the most of their time at university. We regard disclosure of a disability as a positive thing and think it is important that students feel they can tell us about any disability they may have so we can try to support their individual needs.

If students have not made us aware of their disability or they feel they may have a disability please contact the Disability Service on 0121 331 5128, or email disability@bcu.ac.uk

This information is intended as a general guide to the University's (Faculty's) courses and facilities and forms no part of any contract between students and the University. Although reasonable steps are taken to provide the courses as described, the University cannot guarantee the provision of any course or facility. Any course may be altered or withdrawn owing to circumstances beyond the University's control. It is strongly recommended that prospective students contact the (relevant) faculty to obtain the most up-to-date course information. For full terms and conditions please log on to www.bcu.ac.uk/misc/legal.html

Birmingham City University promotes equality of opportunity in respect of every aspect of its provision. University policy and practice will seek to provide an environment that is free from discrimination against students, staff and others. The University and its staff will ensure that all prospective students are treated solely on the basis of their merits, abilities and potential.

The University will seek to prevent discrimination on the grounds of race, colour, ethnic origin, nationality, religious belief, gender, sexual orientation, disability, age, marital status, family circumstances, citizenship, social and economic status, or any other irrelevant individual differences.

For full details of the University's Equal Opportunities Policy please log on to www.bcu.ac.uk

All courses described as being delivered by Birmingham City University include those provided or delivered by the University and by companies within the Birmingham City University group.

Notes

technology innovation centre
millennium point curzon street
birmingham B4 7XG

phone +44 (0)121 331 6400
fax +44 (0)121 331 5401

e-mail course.enquiries@tic.ac.uk
www.tic.ac.uk

A member of the Birmingham City University Group

Qualification awarded by Birmingham City University