

SYLLABUS OF THE ACADEMIC DISCIPLINE
COMPOSITION IN MULTIMEDIA DESIGN

Course status – compulsory

Level of higher education – first (Bachelor's) level.

Specialty – B2 Design.

Specialization – B2.01 Graphic Design

Educational program – Multimedia Design

1. Abstract:

Semester(s): _3, 4_

Total Hours: – 210;

Total Credits: – _7_.

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Course objective – To develop students' abilities to create multi-genre compositions using natural and artificial light sources in studio and outdoor environments. To acquire the ability to create photo and video products focused on multimedia design.

Prerequisites: prerequisites (Fundamentals of Drawing, Painting and Plastic Anatomy; Composition and Color Theory); corequisites (Computer Modeling); postrequisites (Design Graphics; Video Graphics and Animation).

Learning outcomes:

know: technical means for creating audiovisual art oriented toward the production of multimedia design products;

be able to: plan and implement the sequence of technological processes required to create an audiovisual creative product;

be able to demonstrate: analyze multimedia design objects;

possess the skills: photo design, modern photography technologies and image post-processing software;

independently determine project and design tasks, and pursue a professional career as a designer, photographic artist or animation designer.

Course content: Topic 1. History of the emergence of photography and cinema. Genres of photography, cinema and video. World-class masters. Topic 2. Elements of photographic and video-frame composition as a step toward constructing design objects. Topic 3. Concept of dynamics in a photo/video frame. Conveying motion in photography and video. Depth of field (DOF). Rhythms in photography. Topic 4. Modern photo and video studio equipment. Types of studio lighting. Basic lighting setups. Topic 5. Artificial and natural light sources. Use of flash in photography and LED lighting sources in video. Topic 6. Specifics of still-life photography in interior and studio environments. Staged and found still life. Topic 7. Specifics of photographing and filming glass and reflective surfaces. Shooting with polarizing filters. Topic 8. Fashion photo and video shooting. Design solutions. Use of editing software (clipping) for catalog production. Topic 9. Techniques and methods for levitation photography. Topic 10. Specifics of night photography and video shooting. Topic 11. Work on the topic "Photo Story" to substantiate the design project. General requirements for the photo series and accompanying text. Topic 12. Specific types of photography and video as a means of obtaining creative design solutions. Pictorial photography. Conceptual photography (video).

Final assessment: exam (Semesters 3,4).

Assessment methods: individual assignments (exercises), questions for current / final / module assessment; tests.

Language of instruction: English

2. 2. Assessment:

Distribution of points awarded to higher education students

3 Semester

Current assessment and independent work*						МК (тестовий)	Exam	Total
T1	T2	T3	T4	T5	T6			
15	15	15	15	15	15	10	10	100

Distribution of points by type of work

3 Semester

Types of work assessed in points	T1	T2	T3	T4	T5	T6	Total
Preparation and completion of practical tasks in the discipline	5	10	10	10	10	10*	55
Participation in collective analysis of completed tasks and presentations	-	1	1	1	1	1	5
Searching for additional information in contemporary mass media and Internet resources.	-	1	1	1	1	1	5
Creative approach to completing photo and video works based on the topics of laboratory classes.	-	3	3	3	3	3	15
Module assessment (MA)	10						10
Exam	10						10
Total for the discipline							100

Distribution of points awarded to higher education students

4 Semester

Current assessment and independent work*						МК (тестовий)	Exam	Total
T7	T8	T9	T10	T11	T12			
12	14	14	12	14	14	10	10**	100

Distribution of points by type of work

4 Semester

Types of work assessed in points	T7	T8	T9	T10	T11	T12	Total
Preparation and completion of practical assignments in the course.	9	9	9	9	9	9*	54
Participation in collective analysis of completed tasks and presentations	1	1	1	1	1	1	6
Searching for additional information in contemporary mass media and Internet resources.	1	1	1	1	1	1	6
Creative approach to completing photo and video works based on the topics of laboratory classes.	1	3	3	1	3	3	14
Module assessment (MA)	10						10
Exam	10						10
Total for the discipline							100

Assessment criteria for types of work:

15 points.	Description
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12-15	The higher education student submits the practical assignment on time. The work is completed in full and at a high technical level. The student demonstrates a good command of the course material and relevant terminology. The task is completed using either a standard or creative approach, with the use of required and supplementary literature. The student conducts an analysis and draws conclusions.
9-11	The higher education student submits a sufficiently complete practical assignment on time and at a good technical level. The student freely applies the material learned when completing tasks using a standard approach. Using the relevant literature, the student conducts an analysis and draws conclusions, while making some minor inaccuracies and insignificant errors.
6-8	The higher education student submits an incomplete or unfinished practical assignment completed at an adequate technical level, with inaccuracies and errors, without analysis or conclusions.
1-5	The higher education student submits a fragmentary practical assignment, or the task is completed with significant inaccuracies and serious errors, without analysis or conclusions.

Examination assessment criteria:

Examination results are assessed on a 10-point scale:

Students receive 8–10 points if their answer is independent and complete. The student demonstrates deep, solid, and comprehensive knowledge of the course and uses it freely and appropriately with justification. The answer presents a consistent and well-argued solution to the task, including the use of non-standard solutions.

Students receive 5–7 points for a complete, logical, and well-grounded answer with some discrepancies in relation to the learning material. With minor prompts from the lecturer, the student is able to compare, generalize, and systematize information. The student's knowledge is sufficiently comprehensive, and the student freely applies the material learned in standard situations. The answer to the task is insufficiently substantiated.

Students receive 1–4 points if their answers to the completed tasks are incomplete or are produced with substantial guidance from the lecturer. The student's answer is insufficiently theoretically substantiated. There are errors in the work, and conclusions are absent. The answer to the task is weakly argued and/or incorrect in certain aspects.

The examiner may ask the higher education student additional questions to clarify or substantiate the answer to a task. The number of additional questions is not limited.

Correspondence of assessment scales for the quality of learning material acquisition

Assessment according to the national scale for examinations, term	Assessment according to	Assessment according to	Explanation
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papers, course papers / pass/fail	the KNUTD scale	g to the ECTS scale	
Excellent / passed	90-100	A	Excellent (excellent performance with only a minor number of errors)
Good / passed	82-89	B	Very good (above-average performance with several errors)
	74-81	C	Good (generally correct performance with a certain number of significant errors)
Satisfactory / passed	64-73	D	Satisfactory (acceptable, but with a significant number of shortcomings)
	60-63	E	Sufficient (performance meets the minimum criteria)
Unsatisfactory / not passed	35-59	FX	Unsatisfactory (with the possibility of retaking)
	0-34	F	Unsatisfactory (with compulsory repetition of the course)

3. Course Policy

3.1 Higher education students are required to comply with academic integrity, namely:

- independently completing all types of work, assignments, and assessment activities provided for by the syllabus of this course;
- citing sources of information when using ideas, developments, statements, or data;
- complying with copyright and related rights legislation;
- providing reliable information about the results of one's own educational (research, creative) activities, research methods used, and sources of information.

3.2. Learning outcomes obtained by higher education students through non-formal (informal) education may be recognized, namely, practical and independent work may be assessed from 5 to 10 points per topic of the content module if the student has a certificate in the relevant topic or related areas obtained from massive open online course platforms, training centers, academic mobility programs, etc.

3.3. To receive a positive assessment in the course, students must obtain the minimum number of points for each type of work assessed in points and complete all types of assessment.

3.4. Extension of deadlines for submitting work:

- for valid reasons, an extension is possible without reducing the maximum score, provided that the lecturer is informed in advance of the reason for the delay and the revised submission date, either personally or through the group representative;
- without valid reasons, the maximum score for the work is reduced, and the final assessment for the course cannot be higher than "satisfactory."

3.5. If plagiarism is detected, the work must be revised, with a reduction in the maximum score.

3.6. Classes missed without valid reasons must be made up according to an individual schedule agreed with the lecturer.

3.7. Work completed during the academic mobility of a higher education student may be transferred and recognized.