

**IMM EU Socrates Erasmus Programme**  
**49104-IC-1-2003-1-RO-ERASMUS-PROGUC-1**

**Master programme**  
**Syllabus**  
**Course proposal**

**Course Title:** CD-ROM Publishing  
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<b>Purpose</b>	The purpose of the course is to introduce the students to the basics of CD-ROM publishing using different software packages. The CD-ROM media is one of the most popular tools in multimedia presentations.
<b>Learning Outcomes</b>	After attending the course, the student will be understand the needs and structure of multimedia applications; will be familiar with the main technologies and software used for developing multimedia content for CD-ROMs.
<b>Course Summary</b>	The course covers a multidisciplinary field: principles, concepts and theories from communication science, computer science, video and audio compression, music, graphic arts and design and other disciplines.
<b>Course Structure</b>	<p>The proposed content of the course includes:</p> <ul style="list-style-type: none"> <li>• The informational design characteristics of CD-ROM applications</li> <li>• Graphics optimizations for multimedia applications running on CD-ROMs</li> <li>• Macromedia Director MX and Asymetrix Toolbook software packages <ul style="list-style-type: none"> <li>○ Objects and Object Oriented Design</li> <li>○ Lists, Property Lists, Multi-Dimensional Lists</li> <li>○ Advanced GUI Widget Programming</li> <li>○ User Interaction</li> <li>○ Variable Scope</li> <li>○ File IO</li> <li>○ Multiple Inheritance</li> </ul> </li> <li>• Shockwave 3D</li> <li>• Multi-user Application Design &amp; Implementation</li> <li>• Audio and video compression for CD-ROM applications</li> <li>• Industry tricks and techniques for MM Programmers</li> </ul>
<b>Learning</b>	Types of assessments planned:

<b>Assignments</b>	<ul style="list-style-type: none"> <li>- self-assessments</li> <li>- interactive CV presentation using Asymetrix Toolbook</li> <li>- audio and video clips preparation</li> <li>- project for producing a multimedia application using Macromedia Director MX</li> </ul> <p>Project work will be the most important assessment tool.</p>
<b>Tutorials Structure</b>	<p>The course will consist of a balanced combination between face-to-face meetings and independent study. The workload of each tutorial will be on a week base.</p>
<b>Interactive or Multimedia content</b>	<p>The course is based on the material loaded by the instructor on the online platform. It contains some graphics, video and audio files, and links to simulations or implemented compression techniques. The students will be requested to use Internet and other communication resources for research and to evaluate the findings.</p>
<b>Software needed</b>	<p>Software needed for students to be trained: Macromedia Director MX2004, Asymetrix Toolbook, Adobe Photoshop, Sound Forge, Adobe Premiere Pro</p>
<b>References</b>	<p>The main references:</p> <ol style="list-style-type: none"> <li>1. Macromedia Director MX for Windows and Macintosh: Visual QuickStart Guide by Andre Persidsky, Mark Schaeffer, Peachpit Press. 2003</li> <li>2. Macromedia Director MX 2004: Training from the Source By Dave Mennenoh, Peachpit Press , 2004</li> <li>3. Special Edition Using Macromedia Director MX By Gary Rosenzweig, Que Press, 2003</li> <li>4. OpenScript &amp; Actions Editor Programming Reference Guide by Denny Dedmore, <a href="http://www.ToolBookHelp.com">www.ToolBookHelp.com</a></li> <li>5. The Actions Editor, HTTP Post, and Simulations in ToolBook Instructor 2004 by Tom Hall, TCC Publishing, Inc. 2004</li> <li>6. The ToolBook Companion: Solutions, Techniques, Expert Information, and OpenScript® Tips by Jeff Rhodes &amp; Chris Bell, Platte Canyon Multimedia Software Corporation</li> </ol>