

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

**Master programme  
Syllabus**

**Course Title:** Multimedia Application Management  
**Proposed by:** Lecturer eng. Diana Andone  
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<b>Purpose</b>	The purpose of the course is to introduce the students to the basics of multimedia management and to provide a deeper understanding of multimedia applications development.
<b>Learning Outcomes</b>	After attending the course, the student will understand the structure of multimedia applications, will be familiar with the development of multimedia application, will be able to manage a multimedia team.
<b>Course Summary</b>	The course covers a multidisciplinary field: principles, concepts and theories from management and business, computer science, sociology, law. With a main view on step-by-step multimedia production this course will provide students with a variety of methods that can enhance the effectiveness of a multimedia application development / production.
<b>Course Structure</b>	The proposed content of the course includes: <ul style="list-style-type: none"> <li>• Elements of Management and Bussiness</li> <li>• Basics of multimedia management</li> <li>• Team Management</li> <li>• Economics of multimedia production and distribution</li> <li>• Multimedia marketing</li> <li>• Software engineering</li> </ul>
<b>Learning Assignments</b>	Types of assessments planned: <ul style="list-style-type: none"> <li>- self-assessments</li> <li>- homework</li> <li>- a multimedia project structure</li> <li>- business plan for a multimedia production</li> <li>- project – producing a multimedia presentation – in partnership with the Multimedia Programming</li> </ul> Project work will be the most important assessment tool.
<b>Tutorials Structure</b>	The course will consist of a balanced combination between face-to-face meetings and independent study.
<b>Interactive or</b>	The course is based on the material loaded by the instructor on

<b>Multimedia content</b>	the online platform. It contains some graphics, video and audio files, links to simulations or implemented compression techniques
<b>Software needed</b>	Software needed for students to be trained: Mind Manager, Microsoft Project, Macromedia Dreamweaver.
<b>References</b>	<p>The main references:</p> <ol style="list-style-type: none"> <li>1. R. S. Tannenbaum – Theoretical Foundations of Multimedia, Comp. Science Press, 1998</li> <li>2. W. Rosch – Multimedia Bible, SAMS, 1995</li> <li>3. T. Vaughan – Multimedia. Making It Work, McGraw Hill, 2000</li> <li>4. N. Chapman, J. Chapman – Digital Multimedia, Wiley, 2001</li> <li>5. F. Halsall – Multimedia Communications, Addison Wesley, 2001</li> <li>6. L. Graham – The Principles of Interactive Design, Delmar Publ., 1999</li> <li>7. A. Friedlein – Web Project Management, Morgan Kaufmann, 2001</li> <li>8. I. Graham – Web Usability, Addison Wesley, 2002</li> <li>9. A. Sloane – Multimedia Communication, McGraw Hill, 1996</li> <li>10. Bayne, K - The Internet Marketing Plan (II). 2000 Willey</li> <li>11. Applehans, W. - Managing Knowlegde 1999 Addison Wesley</li> <li>12. Conger, S. Mason, R. - Plannig &amp; Designing Eff. Web Sties (+CD) 1998 Course Technology</li> <li>13. Worthen, B. Sanders, J. - Program Evaluation 1997 Longman</li> <li>14. Applehans, W. Globe. - Managing Knowledge 1999 Addison Wesley</li> <li>15. Leer, Anne - Masters of the wired world 1999 FT- Pitman Publishing</li> <li>16. D. Andone – Dezvoltarea aplicațiilor multimedia, UPT, 2001</li> </ol>