

Open University of Mauritius

BA (Hons) Graphic Design and Multimedia - OUba013

1. Aim and Rationale

The BA (Hons) in Graphic Design and Multimedia is a 3-year programme that will enable learners to have a broad view in the first instance from graphics history to hypermedia. Learners will acquire skills pertaining to 2D and 3D static graphic and animation, audiovisual, interactive demonstration and web technologies. They will also have the opportunity to undergo internship in this field of graphics, multimedia and hypermedia in order to test and put in practice what they have learned during this 3 years training. Learners will further learn about the up to date technologies as well as forecasts in terms of multimedia and hypermedia as well as web related technologies.

2. General Entry Requirements

- I. **EITHER** "Credit" in at least three subjects at School Certificate or General Certificate of Education O-Level or equivalent and "Pass" in at least two subjects at Higher School Certificate or General Certificate of Education Advanced Level or equivalent;
- II. **OR** An appropriate equivalent Diploma/Certificate/Foundation Courses acceptable to The Open University of Mauritius.
- III. Learners who do not qualify under options I and II may register for Foundation Courses offered by The Open University of Mauritius. Those who complete the Foundation Courses successfully will be eligible for registration for the relevant degree programmes.
- IV. **OR** Qualifications awarded by other universities and institutions, which are acceptable to the Open University of Mauritius as satisfying the minimum requirements for admission.
- V. Mature candidates having a strong background of work experience and uncertified learning may be assessed for entry to programmes through the Accreditation of Prior Learning (APL) and the Accreditation of Prior Experiential Learning (APEL). Please consult the General Rules and Regulations of the Open University of Mauritius for further details.

3. Programme Requirements

As per general entry requirements.

4. Minimum Requirements for Awards

(i) Degree Award

For the award of the degree, all modules of the programme, including work placement, must be completed. Except for the work placement module, every module carries 4 credits except the dissertation which carries 15 credits. The work placement shall carry an NS award.

(ii) Diploma Award

The diploma is awarded as a possible exit point in the programme. A learner may opt for a Diploma provided s/he satisfies the minimum requirements, as specified below and who has obtained a minimum of 60 credits.

5. Programme Duration

	Normal	Maximum
Diploma:	2 years	3 years
Degree:	3 years	6 years

6. **Credits per Year:** Maximum 42 credits and minimum 18 credits.

7. **Minimum Credits Required for Degree Award:** 114

8. Assessment

Each module will be assessed over 100 marks (i.e. expressed as %) with details as follows (unless otherwise specified) :

Assessment will be based on a written examination of 2 hours duration which would account for 70% of the final module grade and continuous assessment would account for 30% of the final module grade. The continuous assessment would include a compulsory class test. To pass any module the learner should score a minimum of 40% in continuous assessment and a minimum of 40% in the end of semester examination. Learners may re-sit up to a maximum of two failed modules for the semester of the programme

Written examinations for all modules, whether taught in semester 1 or in semester 2 or both, will be organised at the end of the semester (unless otherwise stated).

Work Placement (**OU**) of 6 months' duration must be satisfactorily completed for the award of the degree. Such requirement may be waived for part-time learners currently in employment.

9. Grading

Percentage Range	Description	Grade	Grade Point
70% and above	Excellent	A	5
60% — 70%	Very Good	B	4
50% — 60%	Good	C	3
45% — 50%	Satisfactory	D	2
40% — 45%	Pass	E	1
0% — 40%	ungraded	U	0

10. Award

BA (Hons) Graphic, Design, Multimedia and Hypermedia with	
1 st Class with Honours	CPA \geq 70
2 nd Class 1 st Division with Honours	60 \leq CPA < 70
2 nd Class 2 nd Division with Honours	50 \leq CPA < 60
3 rd Class	45 \leq CPA < 50
Pass	40 \leq CPA < 45
No Award	CPA < 40

If the Cumulative Percentage Average (CPA) < 40, the learner will have to repeat the entire academic year, and retake the modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained. Learners are allowed to repeat twice once over the entire duration of the Programme of Studies. No award is made if CPA < 40.

11. Programme Plan

<u>YEAR 1</u>			
Code	Module Name	Hrs/Wk L+P	Credits
Semester 1			
OUba013111 / IT1000	IT Essentials	3+0	3
OUba013112	Graphics for print an introduction to bitmap and vector images	1+2	6
OUba013113	Graphics for Web – Design only	1+2	3
OUba013114 / COMSKIL100	Communication Skills	3+0	3
Semester 2			
OUba013121	Photography an Introduction	3+0	3
OUba013122	History and evolution of Graphic, Design, Multimedia and Hypermedia	3+0	3
OUba013123 / LAWBAS100	Law Basics	3+0	3
OUba013124	Elements and Principles of Design	2+1	6
OUba013125	Mini Project		6
<u>YEAR 2</u>			
Code	Module Name	Hrs/Wk L+P	Credits
Semester 1			
OUba013211	Graphics for print, level 2, prepress, digital print, packaging	1+2	6
OUba013212	Advertising	3+0	3
OUba013213	Web Development level 1	1+2	3
OUba013214	Hypermedia with Interactive Photography – Multimedia techniques	2+1	3
OUba013215	3D Techniques and Production	1+2	3

Semester 2			
OUba013221	Audiovisual Techniques 1 - Video Basics	1+2	3
OUba013222	Audiovisual Techniques 1 – Sound recording and editing Basics	1+2	3
OUba013223	Animation techniques and storyboarding	2+1	3
OUba013224	Media and Technologies	3+0	3
OUba013225	Marketing	3+0	3
OUba013226	Project Year 2		9

YEAR 3

Code	Module Name	Hrs/Wk L+P	Credits
Semester 1			
OUba013311	Web Development level 2	1+2	3
OUba013312	Multimedia Project Management	1+2	6
OUba013313	Sound Advanced Techniques	1+2	3
Semester 2			
OUba013321	Video post-production	1+2	3
OUba013322	Interactive 3D and real time 3D	2+1	3
OUba013323	CMS – Content management system	1+2	3
OUba013324	Final Project		

Note: Work Placement (OU) of 6 months carries an NS award.

12. Syllabus Outline

OUBa013111 / IT1000 – IT ESSENTIALS

Module Aims: This module introduces basic aspects of information technology to prepare student to be efficient throughout their studies. This module will include operating systems manipulation, fundamentals in hardware and software.

OUBa013112 - GRAPHICS FOR PRINT AN INTRODUCTION TO BITMAP AND VECTOR IMAGES

Module Aims: Learners will be able to differentiate between raster and vector images. The module will teach them about the nature of raster based digital file and understanding about the nature of vector based images. What are the advantages of using such images and where to use them. They will also learn about the format used for these images. This module will also teach the learners about the design and application of vector graphics/raster graphics on various media.

Unit 1: An introduction to Vector Graphics
Unit 2: Colours for printing
Unit 3: Introduction to Adobe Illustrator
Unit 4: Working with Adobe Illustrator software – 1
Unit 5: Working with Adobe Illustrator software – 2
Unit 6: Saving your artwork
Unit 7: Introduction to Raster images
Unit 8: GIMP and Adobe Photoshop software for working raster graphics
Unit 9: Working with Adobe Photoshop
Unit 10: Working with the tools in Adobe Photoshop
Unit 11: Working with layers in Adobe Photoshop
Unit 12: Working with selections
Unit 13: Colours in Photoshop
Unit 14: Working with texts in Photoshop
Unit 15: How to enhance your design

OUBa013113 - GRAPHICS FOR WEB

Module Aims: Understanding the stages for web sites development is essential.

It includes: Designing, developing, implementing, testing and updating of effective interfaces based on the principles of graphic design, interactivity and usability. The image preparation and use of graphics in web site creation is essential for beginning a website creation. Learners will be able to create simple design website using software to design the page using text and images and to make it an active html web page. This module emphasizes the visual aspect of website creation as well as the design process.

Unit 1: Web design History
Unit 2: The 12 basics of Web Design
Unit 3: Website Structure
Unit 4: Photos and Illustrations
Unit 5: Typography and text layout for web pages
Unit 6: Create a simple design from scratch
Unit 7: Editing web pages using Dreamweaver
Unit 8: Designing with tables
Unit 9: Links and Navigational Systems
Unit 10: Colour safe for the Web
Unit 11: Web page slicing
Unit 12: CSS in Dreamweaver
Unit 13: Templates in Dreamweaver

Unit 14: Extras
Unit 15: Mobile Web Design.

OUBa013114 / COMSKIL100 - COMMUNICATION SKILLS

Module Aims: There are three basic purposes for giving oral presentations:

1. To inform
2. To persuade
3. To build good will

This module is designed to prepare students to make a good presentation of their project. Body language and the proper way of dressing is also included in this module.

Unit 1: Introduction to Presentation Skills
Unit 2: What to present? Do research for your material
Unit 3: Structure your presentation
Unit 4: Get to the point
Unit 5: Your grooming
Unit 6: Your body talks
Unit 7: Your voice: The bond between you and your listeners
Unit 8: Visual Aids and Props
Unit 9: Logistics, space, sound and lighting
Unit 10: Overcoming Nervousness
Unit 11: Weaving personal experience and storytelling in your presentation
Unit 12: Persuade with power
Unit 13: The power of Pauses
Unit 14: Emergencies and Challenges
Unit 15: Conclusion: Tying it all together

OUBa013121 - PHOTOGRAPHY AN INTRODUCTION

Module Aims: This module gives an Introduction to the history of photography. It will help to understand the background selection, types of photography and tools. Cameras, lenses and accessories will be introduced and the learners will understand the different types of cameras, camera use, camera care, viewing and focusing systems, shutter speed, aperture and focus, exposure meters and light meters. Learners will know where to get images for use, the rights attached to these photos and the appropriate use of photos for different purposes.

Unit 1: History of photography
Unit 2: Analog versus digital
Unit 3: Where to get photos to include in designs, multimedia projects
Unit 4: Creative commons for photos, copyrights related to photos
Unit 5: Photos for print versus photos for web and mobile devices
Unit 6: Types of Photography
Unit 7: Editing photos tools used, quality, compression
Unit 8: Editing photos quality, compression print versus web and mobiles devices
Unit 9: Techniques for effective photo shoot
Unit 10: Understand and use Composition. The elements of Visual Design in Photography
Unit 11: Photo critique
Unit 12: Social Media
Unit 13: Mix media, including illustrations, clipart, typography, collage to photos
Unit 14: Video in digital Photography, an observation
Unit 15: The future of Photography.

OUba013122 - HISTORY AND EVOLUTION OF GRAPHIC, DESIGN, MULTIMEDIA AND HYPERMEDIA

Module Aims: This module will give an "aperçu" of the history of graphic design, multimedia and hypermedia in the twentieth century. How it started with simple graphic and became an industry. The learners will learn about the History of international graphic design, multimedia and hypermedia relevant to the society. The module will also help learners to understand about the visual theory and interpretation of images.

OUba013123 / LAWBAS100– LAW BASICS

Module Aims: This module introduces Law and Obligations. Learners will be aware of the aspects of contract for IT hardware and software and agreement. Learners will become familiar with E-Commerce-E-mail and web-click contracts, encryption, electronic signatures and digital payments, digital cash and escrow systems. Intellectual property rights-copyright in computer software, patenting software applications and business methods pattern will also be introduced. Learners will also learn about Cyber harms -computer misuse and cyber crimes-viruses, denial of service attacks, spam.

- Unit 1: Basic concepts – what is law? Types of law
- Unit 2: Sources of law – focus on common law and statute/doctrine of precedent
- Unit 3: Statutory interpretation (Methods used to interpret statutes)
- Unit 4: Constitutional doctrines – SOP, rule of law, parliamentary sovereignty
- Unit 5: Contract law
- Unit 6: ICT Authority (Establishment and Functions)
- Unit 7: Licensing requirements
- Unit 8: ICT Appeal Tribunal
- Unit 9: Computer Misuse and Cybercrime offences
- Unit 10: Investigation procedures
- Unit 11: Protection of Works
- Unit 12: Limitations of Economic Rights
- Unit 13: Mauritius Society of Authors (Establishment and Functions)
- Unit 14: Patents
- Unit 15: Institutional Framework and Procedures.

OUba013124 – ELEMENTS AND PRINCIPLES OF DESIGN

Module Aims: The module will make learners discover the elements and components of design. The steps (style guide/mastering colour theories/choice of appropriate elements and images) needed for a good corporate design will be introduced. Learners will be able to understand the role of communication in corporate design after completion of this module.

- Unit 1: A review of the basic concepts of Design
- Unit 2: Colour: colour theory- colour wheel-achromatic colours
- Unit 3: Colour harmony and colour meaning
- Unit 4: Principles of design (PART ONE)
- Unit 5: Principles of design (PART TWO)
- Unit 6: Evolution of design
- Unit 7: Logo Design
- Unit 8: Information design (hierarchy in information)
- Unit 9: Designing with Grids
- Unit 10: The Design Process
- Unit 11: The importance of corporate branding and rebranding through colour
- Unit 12: Critical analysis of corporate logos and trademarks and ethics in corporate

Unit 13: Short intro to - designing for Print- Desktop publishing- Prepress- Printing techniques
Unit 14: Designing corporate identity and applications
Unit 15: Designing for Outdoor Media.

OUBa013125 – MINI PROJECT YEAR 1

Module Aims: Students will have to submit a mini project of the whole modules covered during the first year.

OUBa013211- GRAPHICS FOR PRINT, LEVEL 2, PREPRESS, DIGITAL PRINT, PACKAGING

Module Aims: This module will help student master the terms and language of page layout and to understand the evolution of printed piece. Document layout and production will also be introduced. Learners will have an idea of the Production of digital artwork for print.

The evolution of the field of packaging will be presented to students. Students will learn about the different types of packaging and how to master them aesthetically. The design and development of packaging for the packaging industry will be exposed to them. Students will also be able to explore a 3D form and surface graphics by designing containers for a variety of products and experiment the production of packaging.

An introduction to traditional and digital printing press issues will be explained to students. Learners will learn about the overall printing considerations, functions and uses/ the pre-press/on-press and post-press operations. After the course, learners will be able to master the technical aspects of pre-press colour work, manipulate images and imaging work for the press.

OUBa013212 - ADVERTISING

Module Aims: The Advertising Design course will teach learners how to express their ideas through a variety of communication mediums such as print, television, point of sale, radio, direct mail, web and outdoor advertising. An Introduction to advertising, types of advertising and evolution of advertising will also be part of the module. Students will be able to master basic vocabulary for advertising, understanding the opportunities within the field of advertising and understanding their target audiences. Students will learn to study texts and other components of design at different levels and take into account different perspectives on issues. They will also be exposed to brainstorming sessions to boost creativity.

OUBa013212 - WEB DEVELOPMENT LEVEL 1

Module Aims: The Web Development Level 1 module provides students with a thorough knowledge of Web Site Creation. This knowledge will range from the theoretical concepts of the Internet, the HTML, CSS, User Interface Design and JavaScript programming. First students will get to know how the internet works, then they will be able to show their comprehension of the module pertaining to the visual and design aspects of website creation. Finally the students will be able to test, upload and maintain a web site on a free web hosting server.

OUBa013214 - HYPERMEDIA WITH INTERACTIVE PHOTOGRAPHY – MULTIMEDIA TECHNIQUES

Module Aims: When we talk about Interactive Photography we refer to a Virtual tour with the use of photos shot by students. The interactive aspect is when a mouse hovers on objects it is possible to have extra information or other photographs of those objects available. Objects can be clicked to either move to a different interactive photograph or to a web page with more information about the object. Students will also be asked in this module to produce a portfolio on the various photo shoots they have been working on.

Multimedia is the use of text, graphics, sound, animation, and video. Participants will learn how to develop multimedia programs of their own with an appropriate guidance.

OUBa013215– 3D TECHNIQUES AND PRODUCTION

Module Aims: In this module students will learn about the basic principles and theories common to all stages of a 3D production and techniques required to convert theory into practice. Students will acquire the specific techniques used in a 3D production. They will learn to:

- define and describe an efficient 3D process,
- plan and prepare a 3D production,
- predict risk elements in a 3D production,
- assess and choose the most effective and well-suited techniques for different types of production problem,
- perform the tasks of modeling, texturizing, lighting or animation for different types of 3D productions.

OUBa013221– AUDIOVISUAL TECHNIQUES 1 - VIDEO BASICS

Module Aims: This module will prepare students for video editing, both artistically and technically. From a set of compiled video material, also called footage, the video sources will be edited in order to create a new version. The main objective for the artistic process is for the various sources to materialize into an organized, logical, and visually pleasing display. This will be achieved by deciding what elements to retain, delete, or combine. The output process of video editing consists of copying the various elements onto a single CD Rom/DVD Rom, or other media for final viewing or distribution.

OUBa013222 - AUDIOVISUAL TECHNIQUES 2 SOUND RECORDING AND EDITING BASICS

Module Aims: This module emphasizes the basics of audio, sound, music and recording. The students, once they are proficient editors, will acquire a sense for eliminating, adding or accentuating audio for projects. Once the students have mastered this module they will be able to record their own album, set up a studio, master the essential skills of mixing, and produce live sound. This module will also comprise the following: the different kinds of microphones that can be used and how to use them, the different types of connections and avoiding problems with these connections, recording basics, mixing audio.

OUBa013223- ANIMATION TECHNIQUES, STORYBOARDING AND PRODUCTION

Module Aims: This module introduces a basic approach to a range of traditional animation techniques, including stop motion, sand on glass, cut out and hand drawn techniques. Animation is not successful without a storyboard. This concept is created either for a film or an animation. A storyboard comprises graphics or pictures displayed one after the other and in an organized way for the purpose of pre-visualizing the end product of a film or animation on paper.

OUBa013224 – MEDIA AND TECHNOLOGIES

Module Aims: As technology is globalizing the capacity to produce media, students should be aware of printing, radio and television as examples of mass media that are intended to reach huge audiences. Previously these forms of media could not be used by the average person. Now with personal media technologies like blogging, podcasting and Internet video, the average person can do what was before restricted to media companies. This module will emphasize news forms of media from history to use of these new forms.

OUBa013225 – MARKETING

Module Aims: The history of the evolution of the marketing concept will be introduced. Students will learn about:

- Consumer behavior
- Relating culture, groups and consumption
- Understanding taboos and limits
- Psychological effects of shopping
- Designing to please the consumer
- Investigating the trends, changes and the consumer futures
- Market survey, concentration, and competition
- Product/Services: types and characteristics
- The product life cycle
- Product differentiation segmenting, targeting and distribution
- Market Research.

OUBa013226 - PROJECT YEAR 2

Module Aims: Students will submit electronic format of work or those present will have to exhibit their work. The work should cover modules mastered for the two-year course.

OUBa013311 – WEB DEVELOPMENT LEVEL 2

Module Aims: This module will be divided into three parts: Learning PHP, My SQL databases and developing an application with PHP and MySQL. Students will thus be able to progress from basic html website creation to developing a dynamic website. The PHP part covers: the basics, conditions and branches, loops, variables and arrays, strings and functions. The database part includes the following: the basics, load a database, MySQL command interpreter, create, modify and administer a database. The development part will cover: MySQL functions in PHP, querying a database, user-driven querying, inserts, updates, and deletes and user authentication and management.

OUBa013312- MULTIMEDIA PROJECT MANAGEMENT

Module Aims: In this module students will expand their understanding of the key features of a project, define what the word project is about, experience the complexity of multimedia project, realize the difficulties of defining quality in multimedia projects and acknowledge the role of cost, time and quality in multimedia projects. Students will learn to work in accordance with the three phases of Multimedia Project management that are: the conceptualization phase, the planning phase and the termination phase.

OUBa013313 – SOUND ADVANCED TECHNIQUES

Module Aims: This module is divided into two specific parts: advanced audio recording and mastering audio editing. The part focusing on the Advanced Audio Recording covers the following: audio, sound, mike techniques, gear, microphones, monitors, studio setup, audio software and plug-ins. The second part of this module comprises audio editing and music mastering. This second part will combine both the technical knowledge and experience and knowledge of mastering engineers. Mastering will include themes such as: mastering setups, sound properties acoustics, levels and decibels, the human ear and limitations, digital versus analog and compression.

OUBa013321- VIDEO POST PRODUCTION

Module Aims: This module is designed to teach student: advanced video editing techniques, a brief history of Mauritian and international television, making of creative scenes in the course of filming, analyzing movies, creation of innovative scenes using digital format, and the use of both linear and non-linear software. A high importance will be placed on shooting and editing quality pictures and scenes. In addition, this course provides the student with an opportunity to learn and participate in the operation of television show, which includes: broadcasting techniques, acting, producing, directing, and narrating.

OUBa013322 – INTERACTIVE 3D AND REAL TIME 3D

Module Aims: Students will experience and learn about innovative aspects pertaining to Interactive 3D. 3D Interactive environments are also known as virtual reality and have a symbolic appearance. This type of world allows interaction with other persons that are connected to the system at the same time, as well as manipulation of objects. Real time 3D will help students understand the mechanism of 3D information systems that are capable of updating information at the same rate as they receive data. This enables the system to manipulate, give instructions, view or control a process in real time.

OUBa013323 – CMS CONTENT MANAGEMENT SYSTEM

Module Aims: With this module students will get familiar with CMS, a Content Management System, used to manage the content of a Website. A CMS consists of the content management application (CMA) and the content delivery application (CDA). The CMA does not require an author to know the hypertext markup language (HTML) or the need of a Webmaster to create, modify, and remove content from a Web site. The CDA element is used to update the Web site. Common features of a CMS include Web-based publishing, format management, revision control, indexing, search, and retrieval.

OUBa013324 – FINAL PROJECT

Module Aims: CD/DVD creation including all the modules that the students have mastered throughout their 3-year course.