

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230507	SEMESTER	5th
TITLE	Multimedia Applications in Marketing		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures, Laboratory Exercises		3	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	https://exams-sod.the.ihu.gr/course/view.php?id=270		

2. LEARNING OUTCOMES

Learning outcomes
<p>The course aims to familiarize students with the new technologies used in Marketing to communicate and promote the goods and services offered by a business.</p> <p>Learning focuses on the fundamental and crucial concepts that govern multimedia applications, as well as the techniques and tools used to create, develop, and integrate the material necessary to form them as marketing, public relations, and advertising tools.</p> <p>The course delves into the nature of digital systems that are combined to create and develop the representation of information in a multimedia application (audio, video, video, etc.).</p> <p>It focuses on the tools/software used as well as the procedures followed for the development of integrated multimedia applications with a focus on their utilization in the field of communication.</p> <p>Upon successful completion of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: Recognize the importance of interactive multimedia as marketing, public relations, and advertising tools. Gaining the necessary knowledge and practical experience, to be able to identify and develop original proposals for the design and development of graphic/multimedia applications either individually or in groups. 2. UNDERSTANDING: To distinguish the special features, standards, and technologies concerning the various means of representation of information (historical data, text, superscript, hypermedia, image, sound, animation, Video, color theory, color models, transformations between color models, etc.) As well as to get acquainted with the basic media coding techniques in multimedia applications. 3. APPLICATION: To examine and discover the basic concepts related to Multimedia Technologies

knowing basic principles (digital signals, differences between analog and digital signal, signal digitization, basic concepts, and digitization parameters).

4. ANALYSIS: Through the tools and special software (digital, vector) for the creation of multimedia applications to design and analyze a case study of multimedia applications and to assess the role of stakeholders in the implementation of the project.

5. COMPOSITION: To create and reconstruct project management methodologies and technologies for the development of multimedia systems, organizing and proposing structures that will ensure the successful completion of multimedia applications.

6. EVALUATION: To identify the particular problems that arise during the development of applications with increased and guaranteed quality multimedia service to evaluate and study ways to solve them. Also, to collaborate with fellow students to create and present a case study of an interactive multimedia application.

General Skills

Search, analysis, and synthesis of data and information, using the necessary technologies

Adaptation to new situations

Decision making

Autonomous work

3. COURSE CONTENT

1st LECTURE. Basic concepts

- GENERAL LEARNING OBJECTIVES
- DIGITAL AGE. HISTORICAL DEVELOPMENT OF MULTIMEDIA
- FUNDAMENTAL ELEMENTS OF DIGITAL IMAGE
- VARIOUS MEDIA AND APPLICATIONS
- INTERACTIVITY - DIALOGUE MEANS
- MULTIMEDIA APPLICATIONS
- REFERENCE APPLICATIONS
- PRESENTATION APPLICATIONS
- PROMOTION APPLICATIONS

2nd LECTURE. INFORMATION SYSTEM-STRUCTURAL ELEMENTS

- BASIC PRINCIPLES OF DATA MEDIA PROCESSING
- SAMPLING, QUANTIZATION, STATISTICAL SIZES
- BASIC PRINCIPLES OF SOUND AND VOICE, SOUND CODERS (MP3, AAC ETC)
- PICTURE OF IMAGE AND VIDEO DATA
- INTERNATIONAL SOUND AND VIDEO MPEG STANDARDS
- DIGITAL SOUND PROCESSING

3rd LECTURE. MATERIAL AND SOFTWARE FOR MULTIMEDIA

- COMPUTERS AND PERIPHERALS
- MULTIMEDIA APPLICATION SYSTEMS
- SOUND TREATMENT TOOLS-WAVE
- GRAPHIC PROCESSING TOOLS
- IMAGE PROCESSING TOOLS
- VIDEO EDITING TOOLS

4th LECTURE DIGITAL SYSTEMS

- DIGITIZATION OF IMAGES
- BITMAP IMAGES
- VECTOR GRAPHS
- TYPES OF DIGITAL IMAGE FILES

- DIGITAL IMAGE FILE SIZE AND OPTIMIZATION
- COLOR REPRESENTATION
- COLOR MODELS

5th LECTURE. REPRESENTATION OF INFORMATION 1

- IMMORTALIZATION AND PROCESSING OF DIGITAL IMAGE
- DIGITAL IMAGE PROCESSING (photoshop, photo paint)
- WORK- IMPLEMENTATION WITH IMAGE PROCESSING PROGRAM

6th LECTURE REPRESENTATION OF INFORMATION 2

- IMMORTALIZATION AND PROCESSING OF VECTOR DESIGN IMAGE
- VECTOR IMAGE PROCESSING (Illustrator, CorelDraw)
- WORK IMPLEMENTATION WITH CorelDraw PROGRAM

7th LECTURE. MULTIMEDIA - HYPERMEDIA - MOVES - INTERACTIVITY - INTERACTIVE MULTIMEDIA.

- INTERACTIVITY.
- COMMENTS AND COOPERATION.
- WRITING SYSTEMS.
- ADAPTABLE SUPERSEDES.
- ADAPTIVE ARCHITECTURE.
- ADAPTIVE TERMINOLOGY TECHNOLOGIES.
- EXAMPLES OF USE

8th MULTIMEDIA APPLICATION LEVELS:

- EDUCATIONAL APPLICATIONS
- MULTIMEDIA AND BUSINESS
- MEDIA AND MARKETING
- MEDIA AND ADVERTISING
- MEDIA AND INFORMATION
- MULTIMEDIA AND ENTERTAINMENT
- FUTURE TRENDS IN INTERACTIVE MEDIA

9th LECTURE CREATING A WEBSITE.

- INTRODUCTION TO HTML
- ELEMENTAL STRUCTURE OF HTML
- HTML APPENDICES
- TYPES OF ROUTE FILES FOR WEBSITES
- EXAMPLES OF CREATING A WEBSITE WITH HTML

10th LECTURE. MULTIMEDIA COMPUTER SYSTEM OPERATIONS AND APPLICATION DEVELOPMENT - SOFTWARE.

- CAPTURE ARREST
- STORAGE
- RETRIEVAL, SEARCH
- PRESENTATION
- TRANSFER

11th LECTURE MOTIVATION

- GENERAL WHAT IS MOTIVATION?
- EXAMPLES OF USE
- BASIC FUNCTIONS
- CREATE A MOVING ADVERTISEMENT

12th LECTURE. VIDEO-WEBSITE CREATION PROGRAMS.

- BASIC CONCEPTS
- ANALOG SOURCES
- DIGITAL VIDEO EXPORT AND SHARING FINAL VIDEO
- CREATING A WEBSITE. (FRONTPAGE, MICROSOFT OFFICE PUBLISHER)
- EXAMPLES OF USE
- BASIC FUNCTIONS

13th MULTIMEDIA DEVELOPMENT PROCESS

- IDEA
- PROJECT ASSIGNMENT
- AVAILABLE RESOURCES (SOFTWARE MATERIALS)
- APPLICATION DESIGN ANALYSIS
- PRACTICE EXERCISES
- EPILOGUE

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to face in both theory and laboratory	
ICT USE	Use of ICT in theory, in the laboratory, and communication with students. Students come in contact with interactive multimedia creation software	
TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	26
	Laboratory exercises on PC with programs and internet use.	39
	Coaching school	39
	Project Preparation	10
	Seminars	8
	Preparation and writing of individual or group work and presentation	28
	TOTAL	150
ASSESSMENT	<p>The evaluation is done in Greek.</p> <p>In theory (50%) with open-ended and judgment questions at the end of the semester.</p> <p>In the laboratory (50%) with questions of short development, multiple-choice as well as with assignment of individual presentation and evaluation work in real working conditions with computers at the end of the semester.</p> <p>Students are allowed to see the correct answers and to cross-check the accuracy of their grading on the website of the course</p>	

5. REFERENCES

-Suggested bibliography:

- MEDIA USE AND PROGRAMMING (DIGITAL SOUND, DIGITAL VIDEO, DIGITAL IMAGE, AND MULTIMEDIA PROGRAMMING
YUE-LING WONG (2020)
ΕΚΔΟΣΕΙΣΜ. ΓΙΟΥΡΔΑΣ
- INTERACTIVE MULTIMEDIA APPLICATIONS
TECHNOLOGY, DESIGN, AND IMPLEMENTATION PROCEDURES

PANTANO-ROCKOU FRANCA

- Modern Multimedia Tools, Styliaras G., Dimou V., Zevgolis D, 2019, PUBLICATIONS A. TZIOLA & SONS SA
- Kalafatoudis, Drositis, Koilias (2011) Introduction to Information Technologies and Communication, New Technologies Publications, Athens.
- Beekman George, Quinn Michael J (2010), Introduction to Informatics, X Publications.