

Multimedia and Digital Production (MMDP)

Program Name	Multimedia and Digital Production (MMDP)
Program Degree (BSc, Diploma)	Bachelor Degree
Department	Information Technology
College	Engineering and Information Technology
Head of the department	Dr. Jamil Itmazi Email: j.itmazi@paluniv.edu.ps

1. About the Program

This program aims at using multimedia tools for digital content production, and thus provides qualified MMDP graduates with the skills necessary to meet the needs of local and global labor markets. There is a demonstrated necessity within many large companies and institutions who require specialists in multimedia production, specifically in the areas of marketing, training, media, entertainment, and education.

The MMDP program is a bachelor degree in multimedia and digital production with a study plan of 134 credit hours distributed between theoretical and practical courses. The academic plan for this program has been prepared to mirror programs offered in American Universities that are accredited by the Accreditation Board for Engineering and Technology (ABET).

2. The required hours of the bachelor degree program

University		College		Program		Free	Total
Compulsory	elective	Compulsory	elective	Compulsory	elective		
24	3	22	0	73	6	6	134

3. Admission requirements for the MMDP program:

Admission requirements: All Tawjihi students from Scientific, Social, Commercial, Industrial, IT, and Entrepreneurial streams with minimum score of 65% (or based on minimum score conditions set by the ministry of Education & Higher Education) are eligible for the program.

4. Targeted learning outcomes:

After students graduate successfully from the program, they should be able to:

1. Produce multimedia tools (graphics, sound, video, animation and 3D images),
2. Produce digital content for education and training purposes,
3. Produce media and marketing content and design advertisements for television and web-based platforms,
4. Design and produce desktop and mobile games, for both entertainment and education,
5. Contribute to the production of films and animation,
6. Manage an e-learning unit and develop course content,
7. Design digital teaching units and develop contemporary educational programs,
8. Design and develop dynamic websites,
9. Continue their higher education in different disciplines related to multimedia and digital production, digital media, e-learning, etc.
10. Ability to work within a team.

5. Career Types:

Possible functional titles	Names of potential places of employment
1. Designer and producer of educational and electronic curricula.	1. Educational institutions,
2. Designer and producer for print, digital, and audiovisual content for a variety of media institutions,	2. Training Centers,
3. Web Designer.	3. Film production companies,
4. Designer and producer of interactive digital content for institutions concerned with training, awareness, guidance and entertainment, as well as for people with disabilities.	4. TV and radio broadcasters,
5. E-learning teacher at academic institutions,	5. News websites, printing and publishing companies.
6. Technician and supervisor for Multimedia and IT laboratories.	6. Companies and institutions who specialize in the design and production of multimedia and graphic content,
	7. Advertising and PR Firms,
	8. Companies related to game development, animation and mobile applications,
	9. Medical imaging companies,
	10. Media centers and communication departments.

6. Components of the Study Plan.

First: University Requirements (27 Cr.H.), including the following:

- A. University Compulsory Requirements (24) Cr.H.
- B. University Elective Requirements (3) Cr.H.

A. University Compulsory Requirements (24) Cr.H., Including the following:

CNUM *	Course Name	Number of Cr.H.			Pre-requisites
		Total	Lecture	Lab.	
110100	Remedial Arabic **	0	0	-	-
110101	Arabic Language Skills I	3	3	-	-
110102	Arabic Language Skills II	3	3	-	Arabic Language Skills I (110101)
112101	Physical Education	1	1	-	-
113200	Palestinian Cause	3	3	-	-
120100	Remedial English ***	0	0	-	-
120101	English Language Skills I	3	3	-	-
120102	English Language Skills II	3	3	-	English Language Skills I (120101)
130300	Community Service	1	1	-	-
151102	Islamic Culture	3	3	-	-
410131	Fundamentals of Computers & Programming	3	3	0	-
410211	Critical Thinking Skills	1	1	-	-
Total 24 Credit hours					

* Note: CNUM stands for “Course Number”.

** Mandatory requirement for students who failed the Arabic language abilities test.

*** Mandatory requirement for students who failed the English language abilities test.

B. University Elective Requirements (3) Cr.H., including the following:

CNUM	Course Name	Number of Cr.H.			Pre-requisites
		Total	Lecture	Lab.	
110104	Library Science	3	3	-	-
120104	French Language	3	3	-	-
120105	Italian Language	3	3	-	-
120106	Spanish Language	3	3	-	-
120208	Hebrew	3	3	-	-
141210	Geography of Palestine	3	3	-	-
142211	Arab World & Contemporary Challenges	3	3	-	-
210260	Law in our Life	3	3	-	-
210270	Democracy, Human Rights and International Humanitarian Law	3	3	-	-
510111	First Aid	3	3	-	-
510121	Introduction to Health Care	3	3	-	-
540102	Nutrition Science	3	3	-	-
651101	Family System in Islam	3	3	-	-
651105	Prophetic Biography (Analytical Studies)	3	3	-	-
Total 3 Credit hours					

Second: Faculty compulsory requirements (22 C. Hs):

CNUM	Course Name	Number of Cr.H.			Pre-requisites
		Total	Lecture	Lab.	
110200	Life Skills	3	3	-	-
310100	Principles of Management	3	3	-	-
410104	Computer Programming	3	3	-	Introduction to Information Technology (410132)

410105	Computer Programming Lab	1	-	1	In conjunction with Computer Programming (410104)
410132	Introduction to Information Technology	3	3	-	-
410147	Statistics and Probability	3	3	-	-
410202	Entrepreneurship & Creativity	3	3	-	Life skills (110200)
410204	Research Methodologies	3	3	-	Statistics and Probability (410147)
Total		22 Cr.H.			

Third: Department Requirements (79) Cr.H.:, which include the following:

- A. Department Compulsory Requirements (73) Cr.H.:
- B. Department Elective Requirements (6) Cr.H.:

A: Department Compulsory Requirements (73) Cr.H. including the following:

CNUM	Course Name	Cr. Hrs			Pre-requisites
		Total	Lecture	Lab.	
410140	Remedial Mathematics *	0	-	-	for Non-Scientific Stream students
440120	Multimedia	3	2	1	-
410141	Calculus I	3	3	-	-
410325	Database Management Systems	3	3	-	Computer Programming (410104)
410333	Software Engineering	3	3	-	Level 3
410335	Internet Programming	3	3	-	Web Applications Design (420234)
410336	Internet Programming Lab	1	-	1	Synchronous with Internet programming (410335)
410390	Practical Training	3	3	-	Level 3
410449	Virtual Reality	3	2	1	Principles of Animation (440309)

410488	Introduction to Graduation Project	1	1	-	Scientific Research Methodologies (410204)
410489	Graduation Project	3	3	-	Introduction to Graduation Project (410488)
420234	Designing Web-based Applications	3	3	-	computer programming (410104)
440449	Human Computer Interaction	3	2	1	Dynamic Content Development 1 (440303)
440100	Principles of Painting and Color Theory	3	2	1	-
440101	Introduction to Computer Graphics	3	2	1	Fundamentals of Computers & Programming (410131)
440203	Research Seminar: Social Media and Content Management	2	2	-	-
440211	2D Modeling and Design	3	2	1	Multimedia (440120)
440212	3D Modeling and Design	3	2	1	2D design (440211)
440301	Digital Video and Audio	3	2	1	Multimedia (440120)
440302	Multimedia Authoring 1	3	2	1	3D design (440212)
440303	Interactive Content Development 1	3	2	1	-
440304	Dynamic Content Production 1	3	2	1	-
440307	Multimedia Advertising and Promotion	3	2	1	Multimedia Authoring 1 (440302)
440309	Principles of Animation	3	2	1	3D design (440212)
440310	Animation 2	3	2	1	Principles of Animation (440309)
440321	Multimedia Applications for Teaching and Education	3	2	1	Dynamic Content Development 1 (440304)
440408	Game Development and Design	3	2	1	-
Total		73 Credit hours			

* For students from the Literature Stream

B. Department Elective Requirements (6) Cr. Hrs, including the following:

CNUM	Course Name	Number of Cr.H.			Pre-requisites
		Total	Lecture	Lab.	
420242	Introduction to E-Learning	3	2	1	Fundamentals of Computers & Programming (410131)
430101	Management Information Systems	3	3	-	Fundamentals of Computers & Programming (410131) Principles of Management (310100)
410142	Calculus 2	3	3	-	Calculus 1 (410141)
410323	Visual Programming	3	3	-	Computer Programming (410104)
410347	E-Commerce	3	3	-	Designing Web-based Applications (420234)
410471	Information Systems Security	3	3	-	-
420102	Ethics in the Information Age	3	3	-	-
430404	Information Retrieval Systems	3	-	-	Database Management Systems (410325)
440102	Design for Visualization and Communication	3	2	1	Introduction to Computer Graphics Technology (440101)
440103	Geometric Modeling for Visualization and Communication	3	2	1	Introduction to Computer Graphics Technology (440101)
440201	Raster & Vector Imaging for Computer Graphics	3	2	1	Introduction to Computer Graphics Technology (440101)
440205	Principles of Creative Design	3	2	1	2D design (440211)
440306	E-Learning Curriculum Design and Development	3	2	1	Introduction to E-Learning (420242)
440308	Multimedia Applications for Business	3	3	-	-
440401	Contemporary Issues in Digital Production	3	2	1	-
410220	Advanced Computer Programming	3	-	3	Computer Programming (410104)
410448	Computer Graphics	3	-	3	Computer Programming (410104)
440402	Multimedia Authoring II	3	2	1	

440403	Interactive Content Development II	3	2	1	
440405	Open Educational Resources	3	2	1	
440406	Special Topics in Multimedia	3	-	-	
440305	Digital Content Production II (Curation and Promotion)	3	2	1	

Fourth: Free Requirements (6) Cr.Hrs

Each student has to successfully complete 6 Cr.H. of free courses in any program.

** All students must submit an examination in Arabic and English. A student who fails to succeed in one or both tests must take a remedial course in Arabic, English or both outside the study plan.

7. Practical Training (3 Cr.H.)

Description, timing, and hours for this training:

410390 - (3 hours) - Training field:

Description: Practical training is typically offered following year three. Students are exposed to real digital production, digital press and print material, advertising and game design and web development environments through work-based learning. Students are expected to complete at least 140 hours of training.

At the end of the training each student will submit a written report summarizing their experience during training as well as make a presentation to members of the department.

Prerequisite: Third level.

Timing: First semester of the fourth year

8. Graduation Projects / Research:

410488 - (1 semester) - Introduction to the graduation project:

Description: The student is directed to the correct scientific methods on which the project is chosen to serve the objectives of the program, define it in ways of dealing with data, processing and analysis, and consider the report prepared by the student about the graduation project plan.

Prerequisite: **Research Methods (410204)**

410489 - (3 years) - Project Graduation:

Description: The graduation project, class projects, and research projects are all implemented in the Living Lab, which provides students with real digital production case studies in order to assess and make recommendations to solve various media, advertising, and other program related problems. The Living Lab is located at the faculty of IT.

Prerequisite: Introduction to Graduation Project (410488).

Timing: Second quarter of the fourth year.

9. Educational facilities to support learning

○ **Facilities and laboratories:**

* **Computer labs:** There are seven labs in the University:

- **Computer Lab 1:** Main building, 1st floor with 30 PCs
- **Computer Lab 2:** Main building, 3rd floor with 22 PCs
- **Computer Lab 3:** Law faculty, 3rd floor with 22 PCs
- **Computer Lab 4:** Main building, 4th floor with 20 PCs
- **Computer Lab 5:** Building of Engineering and IT college, 2nd floor with 25 PCs
- **Computer Lab 6:** Building of Engineering and IT college, 2nd floor with 30 PCs
- **Living Lab** where students perform labour market related business challenges in transform solution to IT products or services. Graduation projects are also implemented in the Living lab. There are 30 modern PCs.

** **Facilities and Auxiliary Units:**

❖ **E-Learning Center:**

The studying system at the university is based on Cr.H. Supported by the blended learning. An E learning center was established at the university in 2009. For more information about eLearning center services please visit the following link: (<http://eclass.paluniv.edu.ps>).

❖ **E-library:**

The university website has an E-library gate which provides the following facilities:

- ✓ Online Searching and Reservations.
- ✓ Access to open-source references, files and e-books.
- ✓ Connection to international libraries related to the faculty's specializations.

❖ **The University website has an electronic portal (<https://portal.paluniv.edu.ps>) which enables:**

- ✓ The students to register online.
- ✓ The students to see their marks, program information, and any other academic information.
- ✓ Communication and information exchange between the University Colleges and Departments.
- ✓ The academic supervisors to follow up on the student's registration status and academic issues.

Annual Indicative Plan

Year One

First Semester			Second Semester		
CNUM	Course Name	Cr.H.	CNUM	Course Name	Cr.H.
110101	Arabic Language Skills 1	3	110102	Arabic Language Skills 2	3
120101	English Language Skills 1	3	112101	Physical Education	1
410131	Fundamentals of Computers & Programming	3	120102	English Language Skills 2	3
410132	Introduction to Information Technology	3	410104	Computer Programming	3
410140	Remedial Mathematics	0	410105	Computer Programming Lab	1
440100	Principles of Painting and Color Theory	3	410141	Calculus 1	3
-	-	-	440120	Multimedia	3
Total		15	Total		17

Year Two

First Semester			Second Semester		
CNUM	Course Name	Cr.H.	CNUM	Course Name	Cr.H.
310100	Principles of Management	3	151102	Islamic Culture	3
410147	Statistics and Probability	3	410204	Research Methodologies	3
110200	Life skills	3	410201	Entrepreneurship & Creativity	3
410211	Critical Thinking Skills	1	420234	Internet Applications Design	3
440101	Introduction to Computer Graphics Technology	3	440212	3D modeling and design	3
440211	2D modeling and Design	3	440302	Multimedia Authoring 1	3
Total		16			18

Year Three

First Semester			Second Semester		
CNUM	Course Name	Cr.H.	CNUM	Course Name	Cr.H.
-	University Elective Requirement	3	410325	Database Management System	3
410333	Software Engineering	3	440301	Digital Video and Audio	3
410335	Internet Programming	3	440303	Interactive Content Development 1	3
410336	Internet Programming Lab	1	440307	Promotion and Advertising Using Multimedia	3
440203	Research Seminar: Social Media & Content Management	2	440310	Animation 2	3
440304	Dynamic Content Production 1	3	440449	Human Computer Interaction	3
440309	Principles of Animation	3	-	-	-
Total		18			18

Year Four

First Semester			Second Semester		
CNUM	Course Name	Cr.H.	CNUM	Course Name	Cr.H.
-	Free Elective	3	-	Free Elective	3
-	Department Elective Requirement	3	-	Department Elective Requirement	3
113200	Overview of Palestine	3	410449	Virtual Reality	3
130300	Community Service	1	410489	Graduation Project	3
410390	Practical Training	3	440321	Multimedia Applications for Education and Teaching	3
410488	Introduction to Graduation Project	1	-	Free Elective	3
440408	Game Design & Development	3	-	-	-
Total		17	Total		15