



## **Pilot Course Curriculum and Intervention Plan for Digital Design and Multimedia (SU)**

**“Improving the quality and sustainability of  
learning using early intervention methods based  
on learning analytics”**

**Project No. 2023-1-FI01-KA220-HED-000159757**



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# 1 General course information

<b>Course name</b>	Digital Design and Multimedia – Digital Media
<b>Institution</b>	Sofia University
<b>Course level</b>	Undergraduate
<b>Teaching model</b>	In-person
<b>Course learning objectives</b>	<p>The digital design and multimedia (Digital Media) course is elective for all students. It includes almost all different media and modality in a coherent combination. The course focuses on equipping students with the creative, technical, and conceptual skills needed to design and create engaging digital content and multimedia experiences. Learning objectives:</p> <ol style="list-style-type: none"> <li>1. Understand the Foundations of Digital Design <ul style="list-style-type: none"> <li>- Grasp the basic principles of design, including color theory, typography, layout, balance, and composition.</li> <li>- Explore the history and evolution of digital media and its role in communication.</li> <li>- Understand visual storytelling and its impact on user engagement.</li> </ul> </li> <li>2. Learn Multimedia Tools and Software <ul style="list-style-type: none"> <li>- Gain proficiency in industry-standard design software, such as Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, and others.</li> <li>- Learn to use tools for creating 2D and 3D graphics, animations, and interactive media.</li> <li>- Explore web design tools (e.g., Figma, Adobe XD) for creating user interfaces and interactive prototypes.</li> </ul> </li> <li>3. Master Digital Media Production Techniques <ul style="list-style-type: none"> <li>- Develop skills in digital image editing, vector graphic creation, and layout design.</li> <li>- Learn video editing, motion graphics, and audio production for multimedia projects.</li> <li>- Understand file formats, resolution, and optimization for different platforms (e.g., web, mobile, print).</li> </ul> </li> <li>4. Create and Edit Multimedia Content</li> </ol>

	<ul style="list-style-type: none"><li>- Develop the ability to create multimedia projects that integrate text, images, video, audio, and animation.</li><li>- Produce content for various platforms, such as websites, social media, apps, and interactive presentations.</li><li>- Explore branding and advertising strategies in digital media.</li></ul> <p>5. Apply Creativity and Concept Development</p> <ul style="list-style-type: none"><li>- Learn to brainstorm and conceptualize innovative ideas for digital projects.</li><li>- Translate creative concepts into visually compelling designs and media.</li><li>- Develop critical thinking skills to solve design challenges effectively.</li></ul> <p>6. Understand Digital Storytelling and Branding</p> <ul style="list-style-type: none"><li>- Explore storytelling techniques for creating narratives through multimedia.</li><li>- Learn to design digital content aligned with brand identity and target audience.</li><li>- Understand marketing strategies for promoting multimedia projects.</li></ul> <p>7. Learn Project Management and Collaboration</p> <ul style="list-style-type: none"><li>- Develop skills in planning, organizing, and executing multimedia projects.</li><li>- Collaborate with others in team-based projects, simulating real-world work environments.</li><li>- Manage deadlines and deliverables in a structured workflow.</li></ul> <p>8. Explore Emerging Trends and Technologies</p> <ul style="list-style-type: none"><li>- Understand the impact of emerging trends, such as AR/VR, AI, and 3D modeling, on digital design.</li><li>- Explore innovations in interactive multimedia and experiential design.</li><li>- Analyze ethical issues, such as copyright and fair use, in the digital design industry.</li></ul> <p>9. Build a Professional Portfolio</p> <ul style="list-style-type: none"><li>- Develop a comprehensive portfolio showcasing a range of digital design and multimedia projects.</li></ul>
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	<ul style="list-style-type: none"> <li>- Present work effectively to clients, employers, or collaborators.</li> <li>- Learn the basics of freelancing, client management, or working in creative agencies.</li> </ul>
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## 2 Motivation and purpose (Why)

<b>Goal of the inquiry</b>	
<b>What do you want to learn about the teaching and learning process?</b>	<p>Getting insights into students’ engagement with online learning resources.</p> <p>Improving student engagement with learning activities</p> <p>How engaged are students with online activities?</p> <p>How engaged are students in their assignment work?</p> <p>How engaged are students in their group collaboration?</p> <p>How are students progressing on course activities?</p> <p>How much do students engage in class preparation activities?</p>

### 3 Defining more precisely what to explore (What)

<b>Specific questions of interest</b>	
<b>Key inquiry questions</b>	Which activities do students find engaging?  Is regular engagement associated with better learning results? How much do students engage in class preparation activities?
<b>Data sources</b>	Engagement logs, quiz attempts, assignment submissions

## 4 Data collection strategy (How)

<b>Data sources</b>		Learning management system (LMS) Moodle, quizzes.	
<b>Data aggregation</b>		Data will be collected in xAPI format and integrated into Learning Locker either directly from the LMS plugin or through the csv2xAPI tool developed within the ISILA project	
<b>Detailed methods for data collection</b>			
<b>Week#</b>	<b>Topic</b>	<b>Learning activities and materials</b>	<b>Data source(s) and collection method(s)</b>
1	Introduction to digital media	<ul style="list-style-type: none"> <li>- Course structure slides</li> <li>- Introductory videos</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> </ul>
2	Possibilities and effects of audiovisual messages. Copyright basics.	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity 1: Assignment “Rule of thirds”</li> <li>- Class activity 2: “Golden ratio”</li> <li>- Class activity 3: Assignment “Golden spiral”</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>
3	Photography. Introduction. History of Photography	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity: Assignment “Photographic genres”</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>
4	Basics of digital photography, Part I. Working with a camera. Main parts, functionality, shooting techniques.	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity: Assignment “Portrait photos”</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>



5	Basics of Digital Photography, Part II. Lenses. Light and Lighting	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity: Assignment “Working with light”</li> <li>- Homework assignment 1: Photo story</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>
6	Audio Recording and Postproduction. Types of Microphones and Equipment. Sound Picture and Sound Design	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity: Assignment “Soundscape description”</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>
7	Sound mixing, sound processing software, applying filters and effects. Basic approaches to working with sound for video production needs	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity: Assignment “Sound recording and processing”</li> <li>- Homework assignment 2: Creating a soundscape</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>
8	Basic elements in video production. Script, director's book and shooting plan	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity: Assignment “Storyboard (director's book)”</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>
9	Basics of cinematography. The great cinematographers	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity: Assignment “Director's book on a literary basis”</li> <li>- Homework assignment 3: Short film</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>
10	Basic aspects of directing. Working with actors	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity: Assignment “Documentary film, part 1”</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>

11	Video post-production. Basics of digital video editing. Working with effects	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity: Assignment “Documentary film, part 2”</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>
12	History of movies	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> <li>- Class activity: Assignment “Video editing”</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> <li>- Assignment grades and submission logs from LMS.</li> </ul>
13	Movie Genres	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> </ul>
14	Author movies	<ul style="list-style-type: none"> <li>- Slides on the topic</li> <li>- Videos on the topic</li> </ul>	<ul style="list-style-type: none"> <li>- Interaction with slides and videos, logged in the course LMS.</li> </ul>
15	Production presentation	<ul style="list-style-type: none"> <li>- Each student present project by uploading a presentation to the course forum.</li> </ul>	<ul style="list-style-type: none"> <li>- Forum posts and submission logs from LMS.</li> </ul>

## 5 Data analysis and interpretation (So What)

<b>Sense making and interpretation context</b>	Use dashboards to visualize engagement levels. Analyze correlations between activities and outcomes. Compare results with course goals and prior expectations.
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## 6 Interventions plan (Now What)

<b>Potential interventions</b>	E-mail reminders & recommendations; Face-to-face interventions (devote more time to the assignment) Discuss assignments in one-to-one sessions.
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