



Development and Implementation of MDTV Curricula (DIMTV)

WP2.1 - Deliverable 2.1.3

Defining competencies and learning outcomes for bachelor MDTV program

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1. Introduction

For updating and creating a new curriculum for Multimedia and Digital Television (MDTV) program of Bachelor degree studies offered by the Faculty of Information Technology at "Aleksandër Moisiu" University of Durrës is defining competencies and learning outcomes for the bachelor MDTV program.



2. Study Program objectives

The main objective of the "**Multimedia and Digital Television**" (MDTV) study program is to prepare specialists in the field of Multimedia and Digital Television. Due to the growth and modernization of TV stations and Broadcast services, an increase in the number of staff is required to cover the industry needs. Therefore, the students who graduate from the MDTV program not only will be hired but also will help the market in filling this gap and solve the unemployment problem as well. Students will be professionally taught to use, design, and develop solutions in the field of applied technologies of Multimedia and Digital Television. During their studies, students will be involved in the implementation of projects at different levels.

2.1 Learning objectives of the program

Learning objectives for the study program consist of the knowledge and skills achieved by graduated students during courses of study. The student will gain knowledge on:

- Basics of electronics and computer systems
- Multimedia technologies
- Different techniques for creating multimedia materials in art, entertainment, education, and business
- Contemporary and innovative technologies in the field of ICT
- Processes in multimedia production and post-production
- Basic animation techniques
- Basics in recording and image processing
- The concepts of network security, audio-video, and communication security
- Basics of programming

2.2 Student competence

- Students will be able to work in the public and private sectors.
- Students will be able to work in groups and multicultural environments.
- Supporting students in ongoing professional growth.
- Interaction of knowledge, creative skills, and practical skills specific to audio techniques, television techniques, computer animation, and multimedia.
- Students will be able to master the best sound and image application technologies.

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- Increase students' skills in creative design, image recording, audio and video production, studio activities, etc.
- Link basic knowledge of different multimedia-related fields and their application (audio and video techniques, computer animations, and management, marketing, and print media).
- Increase critical and self-critical thinking in media outcomes, enhanced by personal skills and competing roles.
- Increase professional ethics in media affairs, aiming for long-term success.
- Increase communication skills, such as understanding social relationships and processes in the world.



3. Study Outcomes

The program aims to qualify students to independently design, implement and manage multimedia project tasks and multimedia productions. Learning objectives for the study program consist of the knowledge and skills achieved by the graduated students during the study period.

3.1 Student knowledge

The student will be able to:

- practice and apply theory and methodology within the analysis, concept development, design, planning, realization, and management of multimedia tasks,
- understand the interdisciplinary issues within the multimedia field by realizing both individual and group projects,
- apply-multimedia communication theories and methods,
- use tools for video and audio production,
- recognize the theory theories and methods related to animation techniques,
- use object-orientated programming concerning multimedia practice,
- utilize theories and methods applied within systems development,
- offer interfaces for data exchange with third-party services,
- understand and solve the security aspects of networks, multimedia applications, and data communication.

3.2 Student skills

Students will get the skills to:

- apply methods and tools within the analysis, concept development, design, and planning as well as the realization and management of multimedia tasks,
- evaluate practice-oriented issues within the field of multimedia, list and choose solutions,

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- communicate within the multimedia fields and users.
- assess and apply methods for idea and concept development
- design user interfaces for different digital platforms based on theories and assessment models
- assess and apply principles for digital graphic design
- assess and apply production and postproduction techniques to video and audio productions.