



Course Syllabus

Course Code	Course Title	ECTS Credits
MULT-161	Interactive Design for Social Media	6
Prerequisites	Department	Semester
MULT-160	Design & Multimedia	Fall/Spring
Type of Course	Field	Language of Instruction
Required	Design & Multimedia	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Poppy Aristidou	1st
Mode of Delivery	Work Placement	Corequisites
Face-to-face	N/A	

Course Objectives:

The main objectives of the course are to:

- Introduce the student to the basic concept of social media/marketing.
- Supply a logical understanding in implementing visuals in social media/marketing.
- Create effective visual content for social media/marketing.
- Engage visual content in social media/marketing through content strategy.
- Introduce basic interface/interaction design.
- Guide the student to create a usable interface, having consideration of a target audience, and subject matter.
- Create an interactive application of advanced level both aesthetically and technically, as required for their final project.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. have an understanding of the basic concepts of social media/marketing.
2. know how to apply the theoretical knowledge gained, using various platforms introduced.
3. be able to create visual content.
4. have skills in implementing content strategies (types - graphic, photos, videos, animations, quotes, screenshots, data visualization, ebooks, presentations) and engage visual content (colour, contrast, typography, style, templates, branding, hierarchy. call-to-action, clarity).
5. have developed further skills in using multimedia tools such as WordPress available for interactive multimedia networking.

Course Content:

1. Creative thinking
2. Social media (facebook, instagram, google+, youtube, twitter, pinterest)
3. Visuals in social media marketing
4. Content strategy (types - graphic, photos, videos, animations, quotes, screenshots, data visualization, ebooks, presentations)
5. Engaging visual content (colour, contrast, typography, style, templates, branding, hierarchy. call-to-action, clarity)
6. Interface design
7. Interaction design
8. Creating a complete interactive application

Learning Activities and Teaching Methods:

Lectures, Lab Presentations, Lab Tutorials, Quizzes, Practical Exercises and Assignments.

Assessment Methods:

Assessment Type
Exercises/Participation
Mid Term exam <i>written exam</i>
Final Examination <i>practical project</i>

Required Textbooks / Readings: Mult-161 selected lecturer's notes

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Social Media Marketing Workbook: How to Use Social Media for Business	Jason McDonald Ph.D.	CreateSpace Independent Publishing Platform; Workbook edition.	2019	978-1539598145
Principles of Interactive Design	Lisa Graham	Delamar Cengage Learning	1998	0827385579
Step-By-Step WordPress for Beginners: How to Build a Beautiful Website on Your Own Domain from Scratch	Mike Taylor	Independently published	2016	1520207085