Philadelphia University	PHILADELPHIA UNIVERSITY THE WAY TO THE FUTURE	**Approved Date: 1/9/2024**
Faculty: Business		**Issue: 2**
Department: E-Marketing and social media		**Credit Hours:** 3 hours
Academic Year: 2025/2026	**Course Syllabus**	**Degree:** Bcs. E-Marketing and social media

Course Information

Course No.	Course Title	Prerequisite
035221800	**Design Fundamentals for Multimedia**	

Course Type	Class Time	Room No.
☐ University Requirement ☐ Faculty Requirement ■ Major Requirement ☐ Elective ☐ Compulsory	**Sun, Tue 9:45-11:00**	**32104**
Course Level*	**Hours No.***	
☐ 6th ■ 7th ☐ 8th ☐ 9th	**90**	

*According to JNQF standards

Instructor Information

Name	Office No.	Phone No.	Office Hours	E-mail
Faisal Kokash	32406	2384	**Sat - Tue 11:00-12:30**	fkokash@philadelphia.edu.jo

Course Delivery Method

■ Blended ☐ Online ☐ Physical			
Learning Model			
Percentage	**Synchronous**	**Asynchronous**	**Physical**
	--	**30%**	**70%**

Course Description

This course introduces students to the fundamental principles of multimedia design and their application in real-world marketing and branding contexts. Students will explore the core components of multimedia—text, graphics, audio, video, and animation—and learn how to integrate them into cohesive visual and interactive experiences. Through a semester-long, project-based approach, students will simulate a creative agency workflow by developing a complete restaurant brand and producing professional multimedia outputs that culminate in a final vision board and personal portfolio.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Describe the principles, concepts and theories of multimedia and design.	**Kp1**
K2	Explaining the various multimedia strategies and technological tools used in implementing and evaluating media plans.	**Kp2**
K3	Explaining the components of the multimedia environment and their impact on marketing and achieving organizational goals.	**Kp3**
K4	Analyzing different types of multimedia and how to manage media using traditional and technological methods.	**Kp4**
Skills		
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	**Sp1**
S2	Employing technology in creating a professional-quality multimedia materials for marketing purposes.	**Sp2**
S3	Using critical thinking skills to make designing decisions and solve problems and issues of individuals, work, and society.	**Sp3**

Learning Resources

References	• Holtzschue, L. (2011). Understanding color: An introduction for designers, fourth edition. John Wiley & Sons.
Supporting Websites	• https://www.adobe.com/express/ • https://creators.spotify.com • https://lensstudio.snapchat.com • https://www.canva.com • https://www.wix.com • https://www.animaker.com
Teaching Environment	☐ **Classroom** ■ **Laboratory** ■ **Learning Platform** ☐ **Other**

Meetings and Subjects Timetable

Week	Topic	Learning Method*	Task	Learning Material
1	• Course introduction	• Orientation	• Introduce the instructor • Meet students • Class ground rules • Syllabus introduction	• Syllabus
2	• Introduction to Multimedia and Course Overview • Components of Multimedia: Text and Typography	• Lecture • Collaborative learning	• Read Chapter • Discussions	• Introduction
3	• Graphics and Visual Design Fundamentals	• Lecture • Collaborative learning	• Read Textbook • Discussions	• Holtzschue, L. (2011). Understanding color: An introduction for designers, fourth edition. John Wiley & Sons.
4	• Branding Basics and Concept Development • Proposal Handbook Development	• Lecture • Collaborative learning • Canva • Adobe	• Discussion • Project-based Learning	• Supporting Material • Project-based Learning
5	• Logo Design Principles	• Lecture • Collaborative learning • Canva • Adobe	• Discussion • Project-based Learning	• Supporting Material • Project-based Learning
6	• Business Card and Print Design	• Lecture • Collaborative learning • Canva • Adobe	• Discussion • Project-based Learning	• Supporting Material • Project-based Learning

7	• Promotional Flyers	• Lecture • Collaborative learning • Canva • Adobe	• Discussion • Project-based Learning • Activity	• Supporting Material • Project-based Learning
8	**Midterm Exam (30%)** **Proposal Handbook, Logo Design, Business Card, Flyer**			
9	• Menu Design and Visual Consistency	• Lecture • Collaborative learning • Canva • Adobe	• Discussion • Project-based Learning	• Supporting Material • Project-based Learning
10	• Audio in Multimedia: Podcast and Radio Ads	• Lecture • Collaborative learning • Canva • Adobe • Spotify	• Discussion • Project-based Learning	• Supporting Material • Project-based Learning
11	• Video Fundamentals and Storyboarding • Promotional Video Production	• Lecture • Collaborative learning • Canva • Adobe • Cap-Cut	• Discussion • Project-based Learning • Activity	• Supporting Material • Project-based Learning
12	• Animation and Interactive Media Concepts	• Lecture • Collaborative learning • Canva • Adobe • Animaker	• Discussion • Project-based Learning • Activity	• Supporting Material • Project-based Learning
13	• Lens Filter Creation Concepts	• Lecture • Collaborative learning • Canva • Adobe • Lens Studio	• Discussion • Project-based Learning • Activity	• Supporting Material • Project-based Learning
14	• Press Release Writing Tips	• Lecture • Collaborative learning • Canva • Adobe	• Discussion • Project-based Learning	• Supporting Material • Project-based Learning

15	• Vision Board Development • Portfolio Building	• Lecture • Collaborative learning • Miro • Wix	• Discussion • Project-based Learning	• Supporting Material • Project-based Learning
16	**Final Exam (40%)** **Promotional Video, Animation, Filter, Press Release, Vision Board, Portfolio**			

*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
• Students will use several offline software (i.e Microsoft Office) or online software (i.e Canva, Adobe) to deliver their work. • Students will use the internet search engines to capture needed data and information to perform their assignments. • Students will use the electronic email for submitting the required documents.
Communication Skills
• Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. • Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
Application of Concept Learnt
• Students will reflect on the acquired knowledge of marketing concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning)

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
Term Works	**% 30**	• **Menu Design (10%)** • **Podcast (10%)** • **Podcast Cover (5%)** • **Radio Ad (5%)**	**S1, S2, S3**
Midterm Exam	**% 30**	• **Proposal Handbook (10%)** • **Logo (5%)** • **Business Card (5%)** • **Flyer (10%)**	**K1, K2, K3, K4** **S1, S2**
Final Exam	**% 40**	• **Promotional Video (10%)** • **Animation (5%)** • **Filter (5%)** • **Press Release (5%)** • **Vision Board (5%)** • **Portfolio (5%)** • **Peer Evaluation (5%)**	**K1, K2, K3, K4** **S1, S2, S3**

Total	**%100**		

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Describe the principles, concepts and theories of multimedia and design.	• Lecture • Flipped class	• In-class Activities • Project based learning • Midterm Exam • Final Exam
K2	Explaining the various multimedia strategies and technological tools used in implementing and evaluating media plans.	• Lecture • Collaborative learning	• In-class Activities • Project based learning • Midterm Exam • Final Exam
K3	Explaining the components of the multimedia environment and their impact on marketing and achieving organizational goals.	• Lecture • Collaborative learning • Problem solving based learning.	• In-class Activities • Project based learning • Midterm Exam • Final Exam
K4	Analyzing different types of multimedia and how to manage media using traditional and technological methods.	• Lecture • Collaborative learning • Problem solving based learning.	• In-class Activities • Project based learning • Midterm Exam • Final Exam
Skills			
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	• Collaborative learning	• In-class activities • Project based learning • Midterm Exam • Term Works • Final Exam
S2	Employing technology in creating a professional-quality multimedia materials for marketing purposes.	• Collaborative learning • Problem solving based learning.	• Project based learning • Project based learning • Midterm Exam • Term Works • Final Exam
S3	Using critical thinking skills to make designing decisions and solve problems and issues of individuals, work, and society.	• Collaborative learning • Problem solving based learning.	• Project based learning • Project based learning • Term Works • Final Exam

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.
** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Polices

Policy	Policy Requirements
Passing Grade	• The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	• Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. • Anyone absents from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student. • Anyone absents from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam.
Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that the article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment