

Module Title:	Introduction to Digital Media Design
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	Lectures / Tutorials / Practicals. The learning style is characterised as “learning through doing”; the student is guided and supported through the process of skills acquisition and creative conceptualization
Module Aim:	The main aim of this programme is assist students in becoming creative practitioners in digital media design. The programme provides an integrated learning environment (studio) that encourages creativity, innovation, self-assessment and discussion. Learning and assessment is through real world application, providing students with a strong balance of technical knowledge and theory in current digital, graphical, editorial and digital marketing design.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	A systematic understanding and knowledge of the principles of design, development, implementation and research of a range of digital media solutions.
LO2	To produce a portfolio of work that reflects a creative application of technical skills and how used the design process to create, critically analyse and discard alternatives to arrive at the design solution
LO3	'Be able to produce innovative responses to project briefs and create engaging concepts that meet brief's specifications. Presenting these concepts in a professional manner to the lecturer and peers, explaining the full cycle of work from concept to final solution.
LO4	The ability to select and implement contemporary and emerging digital media technologies and methodologies to address the needs of users and clients. The ability to reflect and evaluate own practice and evaluation for continuing professional development.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Introduction to Digital Media

Evolution of Digital Media, digital media development, digital media industry, principles of design and application to a wide range of media material

Graphic Design and Digital Media

Integration into design, choice, techniques, formats, optimisation, development of conceptual, creative and practical promotional solutions focusing on graphic design

Design Process

Digital visual research and exploration - message, ideas, concepts, audience, creative brief, brand identity design, design appreciation, digital media solutions

Portfolio - Practical Application

Creative thinking, design briefs, application of design elements required for promotional graphic design in traditional print and digital media, reflective journal

Assessment Breakdown

	%
Continuous Assessment	20.00%
Project	80.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Digital Media research and design appreciation report and presentation - individually and peer assessed	1,3,4	40.00	n/a

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	In Class Design Portfolio - the completion of creative briefs and the submission of a reflective journal/notebook.	1,2,3,4	60.00	Sem 1 End

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab/Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Laboratory	Every Week	1.50
Independent Learning Time	Every Week	5.50
Total Hours		7.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	1	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	1	Mandatory