DIGT H2704: IT and Digital Media

Module Title:	IT and Digital Media
Language of Instruction:	English

Credits:	10

NFQ Level:	6

Module Delivered In	No Programmes

Teaching & Learning Strategies:	Students will be encouraged to actively partake in class discussions, group work and problem solving activities. A variety of teaching methodologies (case studies, practicals, lectures, ICT based learning, demonstrations) will be employed and the lecturer will act as facilitator to their learning process. Frequent and immediate (during class or next class session) feedback should be given to students.

Module Aim:	To introduce students to the use of IT in a business environment and gain practical skills in advanced databases, spreadsheets and to develop an understanding of social media and digital media.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Identify the role/use of ICT in business
LO2	Demonstrate dynamic elements of spreadsheets
LO3	Construct a relational database
LO4	Manipulate images, text and video files using software
LO5	Apply good design principles to a web page.
LO6	Construct a well structured website, incorporating various media
LO7	Create a Content Management System from the front end.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
The Role of ICT in Business Using social media digital media
Creating a web page and web query Pivot Tables and Pivot Charts
Use of databases for improved business performance • Form design, Queries • User interfaces (switchboard) • One to many relationships (sub forms and multiple table queries)
Image manipulation • Optimizing web graphics (Layers, Selections) using software (e.g. photoshop) • Typography • Creating/editing digital videos using software (e.g. moviemaker)
Creating and Formatting Web Pages • Page Layout, Navigation • Imbedding multimedia objects
Using a CMS • Wordpress • Students create a website incorporating applications and manipulating the interface

Assessment Breakdown	%
Project	60.00%
Practical	40.00%

No Continuous Assessment

Project				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Project	Construct a relational database	3	20.00	n/a
Project	Demonstrate dynamic elements of spreadsheets, i.e. pivot tables/charts and web queries outlined in these learning outcomes.	2	20.00	n/a
Project	Presentation on the use of Social Media in business.	1	10.00	n/a
Project	Create a website incorporating applications and manipulating the interface.	7	10.00	n/a

Practical				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Practical/Skills Evaluation	Manipulate images, text and video files using software. Apply good design principles to a web page. Construct a well-structured website, incorporating various media.	4,5,6	40.00	n/a

No End of Module Formal Examination

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

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Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Laboratories	30 Weeks per Stage	3.00
Independent Learning	30 Weeks per Stage	3.67
	Total Hours	200.00