

<b>Module Title:</b>	Design for Digital Media
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	No Programmes
<b>Teaching &amp; Learning Strategies:</b>	Lectures / Tutorials / Practicals. The strategy will primarily be based on learning by doing strategy, focusing on detailed instruction and tutorials and engaging practical projects. Students will be led through each stage of the design cycle, from concept to completion, enhancing their skills base.
<b>Module Aim:</b>	This module acts as an introduction to design principles, design process, digital illustration and image creation and editing. It is designed to provide specialised knowledge and skills which will provide the student with the ability and understanding in visual design. The student will be introduced to various digital media design techniques, processes, technologies, software all while operating under the design process and guided by the design principles. Provide the student with a well-rounded knowledge of the concept creation and development cycle and skills needed to create digital content and assets. Using creative projects the students will create engaging and creative answers to industry relevant projects.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate knowledge in the principles of design and concept creation
LO2	Plan and Implement the design process, project life-cycle from concept to completion
LO3	The ability to create all digital assets need for a design solution
LO4	Demonstrate specific technical skills in digital software that allows for all asset creation
LO5	Produce effective responses to design problems.
LO6	Work autonomously and as part of a team in a shared facility like the Visual communications and design studio

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

#### Design Principles

Point, line and area, visual emphasis, balance, scale/proportion, symmetry/asymmetry

#### Design Process

Message, ideas and conceptualization, audience

#### Typography

Typeface and family, type personality, spacing, readability and legibility, emphasis and hierarchy

#### Layout

Paper sizes and formats, styles of layout, tone, pace and contrast, navigation, grids

#### Graphics

Integration into design, choice of graphic, file formats, image and word

#### Digital Assets Creation

Using various digital and paper based methods to create all assets, needed to realise creative solutions to digital problems

### Assessment Breakdown

%

Continuous Assessment

100.00%

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	The subject will be assessed through the completion of briefs and the submission of a research journal/notebook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,2,3,4,5,6	30.00	n/a
Practical/Skills Evaluation	Assessment through a series of practical projects	1,2,3,4,5,6	70.00	n/a

No Project

No Practical

No End of Module Formal Examination

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	The subject will be assessed through the completion of briefs and the submission of a research journal/notebook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,2,3,4,5,6	30.00	n/a
Practical/Skills Evaluation	The subject will be assessed through a series of practical assessments	1,2,3,4,5,6	70.00	n/a

No Project

No Practical

No End of Module Formal Examination

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

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	30 Weeks per Stage	3.00
Independent Learning Time	30 Weeks per Stage	4.00
Total Hours		210.00

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	3.00
Total Hours		4.50

