

Module Title:	Digital Media Design - (For Digital Marketing Stream-Business)
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	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.
Module Aim:	This subject is an introduction to design principles and processes. It is designed to provide a level of knowledge and skill which will allow students to apply design process and digital media skills to their work pattern. The student will be introduced to a number of basic digital processes including drawing, selections, transforming, colour, and scanning, downloading, uploading and printing images. They will learn the appropriate methods of formatting and saving images. They will be given instruction on the functions of manipulation tools and their applications. They are asked to be able to produce prints of their work. Students are encouraged to experiment and make individual responses to the demands of the project brief and to follow the design process from conceptualisation to end product. Students are expected to attend and participate in all the formal timetabled sessions for the subject. Students are also expected to manage their directed learning and independent study in support of the subject and project aims. Subject aims: 1. To develop a basic knowledge of the design process 2. To develop technical skills in digital illustration 3. To develop technical skills in image manipulation and making 4. To develop awareness of design principles. 5. Demonstrate understanding of the role of typography in graphic design 6. To develop technical skills in typography 7. To provide an introduction to graphic design practices 8. Use creative thinking and problem solving skills to generate design solutions 9. Express an understanding of the basics of design language 10. To develop skills in project management
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate a critical understanding of the design process. Follow the stages in the design process to create effective and engaging solution to design problems. Understand the cyclical nature of the design process. Use the process iteratively from concept to completion.
LO2	Demonstrate an understanding of the principles of visual design.
LO3	Demonstrate the technical ability to create digital assets needed for a design solution
LO4	Produce effective responses to design problems, demonstrating a link between research attained and conceptual outcomes.
LO5	Work autonomously and as part of a team in a shared facility like the Visual communications and design studio
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

Design Process

The different stages of a design project. Broken down into four sub-processes (research, concept generation, concept development, and final delivery) .

Design Principles

Application of rules to help guide a designer how to arrange the various elements of a composition in relation to each other and the overall design. Balance, Contrast, Alignment, Proximity, White Space, Emphasis and Scale

Typography

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

Graphics

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

Brand Design

To create a Social Media Style Guide containing specifications on everything that plays a role in the look and feel of your visual brand. Everything from Typography and Colour to Logos and Imagery.

Image Creation

Image and mark making skills, photography, Illustration creation and manipulation of images

Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	The subject will be assessed through the completion of various project briefs and the submission of a sketchbook. 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	100.00	n/a

No Practical

No End of Module Formal Examination

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	The subject will be assessed through the completion of brief 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. Students must undertake an assessment of their work.	1,2,3,4,5	100.00	n/a

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		
Workload Type	Frequency	Average Weekly Learner Workload
Studio Based Learning	12 Weeks per Stage	6.00
Independent Learning Time	12 Weeks per Stage	3.00
Total Hours		108.00

Workload: Part Time		
Workload Type	Frequency	Average Weekly Learner Workload
Studio Based Learning	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	5	Group Elective 3
CW_BWBUS_D	Bachelor of Business Options: Business or Digital Marketing	5	Group Elective 3