MEDI H1602: Media Technology

Module Title:	Media Technology
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	No Programmes

Teaching & Learning Strategies:	A combination of lectures and tutorials will be used. Particular emphasis will be placed on active learning. Students may complete written assignments and/or presentations as part of the module. Typical continual assessment: Write an essay and/or do a presentation examining a specific recent technological emergence in the media industry. End of year exam will focus on the technology behind capturing, storing and broadcasting video and audio information through various mediums.

Module Aim:	The aim of this module is to give students an understanding of the technology behind media production. New and emerging technologies, softwares and equipment may be examined and their potential influence on the media industry will be analysed.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Understand basic technical fundamentals behind capturing and broadcasting visual media.
LO2	Exhibit an appreciation for the need for various levels and types of digital compression.
LO3	Understand the importance and implications of technological decisions taken throughout production and post production workflows.
LO4	Demonstrate a knowledge of recent developments in technology and the potential influence the media landscape and our consumption of media into the future.
LO5	Understand how media companies are using new technologies to their advantage.

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
New and Emerging Technologies in the media landscape. Advances in new technology to include softwares, applications and / or equipment. The influence of new and emerging technologies on the media industry and landscape.
Digital Compression, Data storage, transfer and broadcast. The reasons for compressing footage, audio and graphics. Types of compression. Common Codecs and their uses. Data storage and transfer options. Chroma subsampling.

Assessment Breakdown	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Other	Each student will complete a number of written assignments and / or presentations as part of the assessment of this module.	4,5	50.00	Week 25

No Project

No Practical

End of Module Formal Examination

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Formal Exam	A written exam will assess the degree to which the student has achieved the understanding and knowledge as defined in the learning outcomes.	1,2,3	50.00	End-of-Semester

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*
Lecture	Every Week	1.00
Tutorial	Every Week	0.50
Estimated Learner Hours	Every Week	0.50
	Total Hours	2.00