# DIGT H1705: Digital Media Design

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| **Module Title:** | Digital Media Design |
| **Language of Instruction:** | English |

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| **Credits:** | 10 |

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| **NFQ Level:** | 6 |

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| **Module Delivered In** | No Programmes |

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| **Teaching & Learning Strategies:** | Lectures / Tutorials / Practicals. Primarily this core subject assumes that the student will have only limited experience in Digital Media. The project starts with a detailed brief and introduction session and is followed by workshops and class discussion. The strategy is characterized as “learning through doing” in that the student is guided and supported through the process of skills acquisition and creative conceptualization both as individual students and as a class. |

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| **Module Aim:** | This subject acts as an introduction to design principles, digital illustration and imaging. It is designed to provide a level of knowledge and skill which will provide the student with the ability to support and progress their studio practice. 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** | |
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| *On successful completion of this module the learner should be able to:* | |
| LO1 | Have a basic knowledge of the design process through (a.) Following the stages in the design process to create an end product (b.) Response to feedback throughout the process |
| LO2 | Be able to produce innovative responses to project briefs by: (a.) Creating themed concepts that meet brief’s specifications. (b.) Presenting these concepts in a professional manner to the tutor. (c.) Explaining the full cycle of their work from concept to final solution. |
| LO3 | To recognise current graphic design practices in illustration and image making (a.) Referencing other graphics work and influences in their presented concepts. (b.) Following best practices in work presentation and delivery formats. (c.) Using modern techniques and tools that contribute to their work |
| LO4 | Present work that demonstrates a variety of technical skills in digital illustration and imaging by using (a.) Techniques of digital illustration and imaging as taught in class to meet or exceed project specifications. (b.) Supporting hardware to convert/capture images to digital format. (c.) Supporting image and information sources to access primary/supporting images from networked based repositories |
| LO5 | To anticipate and respond to technical requirements of project brief by demonstrating (a.) An appreciation for specifications by meeting or exceeding requirements. |
| LO6 | To produce work that reflects a creative application of their technical skills through presenting a research journal/notebook that demonstrates (a.) The student’s efforts to bridge the gap between technical requirements and the theme of the project. (b.) A reasoning of alternative solutions’ suitability. (c.) A decisiveness that forwards the project to a satisfactory outcome |
| LO7 | To demonstrate their ability to (a.) Draw using digital software tools (shapes, lines, curve and colour) (b.) Work with type |
| LO8 | To apply suitable software manipulation techniques to images (a.) Transform objects (b.) Area selection using different selection methods available (c.) Colouring - fills, gradients (d.) Basic filters - adding texture and artistic filters to selected areas (e.) Blending objects (f.) Typographic Design |
| LO9 | To show their application of a range of creative techniques. (a.) Layers - creating, copying, deleting, promoting, demoting. (b.) Basic adjustment layers – Hue/Saturation. (c.) Vector Objects |
| LO10 | To work in a shared facility like the Visual communications and design studio. |

| Pre-requisite learning |
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| ***Module Recommendations***<br>*This is prior learning (or a practical skill) that is recommended before enrolment in this module.* |
| No recommendations listed |
| ***Incompatible Modules***<br>*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***<br>*This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.* |
| No requirements listed |

# DIGT H1705: Digital Media Design

## Module Content & Assessment

| Indicative Content |
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| **Design Principles**<br>Point, line and area, visual emphasis, balance, scale/proportion, symmetry/asymmetry |
| **Typography**<br>Typeface and family, type personality, spacing, readability and legibility, emphasis and hierarchy |
| **Layout**<br>Paper sizes and formats, styles of layout, tone, pace and contrast, navigation, grids |
| **Design Process**<br>Message, ideas and conceptualization, audience |
| **Graphics**<br>Integration into design, choice of graphic, file formats, image and word |
| **Legal issues in Design**<br>Intellectual property, copyright |
| **Brief 1- Introduction to Design Principles**<br>Objectives: Understanding of design principles and design process Create objects using digital drawing techniques (shapes, point, line, value, texture, colour) Developing an awareness of Visual Emphasis |
| **Brief 2 - Typography**<br>Objectives: Explore typography as a form language to express ideas and concepts Create type using software Design process |
| **Brief 3 - Typography & Layout**<br>Objectives: Explore the interpretative power of typography Explore typography as it relates to sound Apply type information Affirm typesetting skills Develop illustrator type skills Design process |
| **Brief 4 - Logo Design**<br>Objectives: Logo principles Design principles Branding principles Colour Theory Image making technical skills |
| **Brief 5 - Collages and Photography**<br>Objectives: Digital photography Image manipulation Principles of image composition Color enhancement and retouching techniques File Formats, resolution, file size |
| **Brief 6- Word and Image**<br>Objectives: Layout Image manipulation Create a conceptual ideas based on your own imagery Integrate type and imagery into a cohesive narrative inspired by the content Use of visual hierarchy to support the clarity of the message Links Between Art History/Cultural Studies & Image Processing: During the IMAGE PROCESSING block, the art and design history and cultural studies courses will reflect as directly as possible the studio briefs, relating each studio project to an historical or contemporary discussion." |

| Assessment Breakdown | % |
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| Project | 100.00% |

No Continuous Assessment

**Project**

| *Assessment Type* | *Assessment Description* | *Outcome addressed* | *% of total* | *Assessment Date* |
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| 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. Where a divergence of more than 20% between the tutor's and the student's notional assessment mark occurs it is mandatory that a negotiated assessment mark is reached. | 1,2,3,4,5,6,7,8,9,10 | 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. Where a divergence of more than 20% between the tutor's and the student's notional assessment mark occurs it is mandatory that a negotiated assessment mark is reached. | 1,2,3,4,5,6,7,8,9,10 | 100.00 | n/a |

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| No Practical |

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| No End of Module Formal Examination |

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

# DIGT H1705: Digital Media Design

## Module Workload

| Workload: Full Time | | |
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| *Workload Type* | *Frequency* | *Average Weekly Learner Workload* |
| Lecture | Every Week | 3.00 |
| | Total Hours | 3.00 |

| Workload: Part Time | | |
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| *Workload Type* | *Frequency* | *Average Weekly Learner Workload* |
| Lecture | Every Week | 1.50 |
| | Total Hours | 1.50 |