Module Title:	Creative Studio 2
Language of Instruction:	English

Credits:	20

NFQ Level:	6

Module Delivered In	No Programmes

Teaching & Learning Strategies:	Lectures, Tutorials, Demonstrations, project work, case studies, videos, problem solving, field trip

Module Aim:	Using project based approach, students engage in the design and development of new media designs from conceptualisation to planning to evaluation and distribution. Real world projects are used to provide experience of roles and process in the moving image, animation and 3D illustration. Communication and collaboration with the client/tutor and other students is important. Project briefs are provided and provide structure of content and process but also allow for experimentation and exploration of ideas and concepts.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Have a good understanding of the new media design process (a) Awareness of stages in the design process (b) Feedback throughout the process
LO2	To develop good understanding of new media design principles (a) Design Principles (b) Usability (c) Interactivity
LO3	To develop awareness of practices of new media design (a) Referencing other graphics work and influences in their presented concepts. (b) Following best practices in work presentation and delivery formats. (c) Understand video medium, animation and 3D formats and file types
LO4	To develop awareness of the human, cultural, and societal issues related to technology and practice legal and ethical behaviour. (a) Legal use of new media (b) Responsible use of new media
LO5	To develop awareness of a portfolio in new media design (a) Portfolio in new media design (b) Career opportunities
LO6	On successful completion of this programme students will: Create work that demonstrates a variety of technical skills in 2D animation (a) Techniques of 2D animation as taught in class to meet or exceed project specifications. (b) Planning and production of animation to meet project briefs
LO7	Demonstrate technical skills in games design (a) Techniques of game design in 2D environment (b) Actionscript programming for games (c) Incorporating sound in games (d) Typography
LO8	Demonstrate technical skills in the moving image (a) Shooting, capturing, editing and enhancing video and audio (b) Typography
LO9	Demonstrate technical skills in 3D modelling (a) 3D illustration
LO10	Having successfully completed year one the student will be able: Collaborate in the studio environment (a) Peer feedback, teaching and evaluation
LO11	To apply cross-disciplinary learning into the studio environment (a) Apply relevant concepts and theories of media arts, marketing, film studies, professional practice, art and design history
LO12	Use critical thinking and problem solving skills (a) Generate design solutions for a variety of audiences and needs
LO13	To explore ideas and concepts through a creative process (a) Experimentation and Exploration (b) Expression, identity and trends
LO14	To develop skills in project management (a) Project proposal, implementation, final product (b) Scheduling, time management, resource management, status reports (c) Feedback and communication
LO15	To develop a good understanding of the ethical considerations in new media design (a) human, cultural and societal issues related to technology
LO16	To develop good information and research literacy skills (a) Researching new media design practices (b) Apply digital tools to gather, analyse, evaluate and use information
LO17	Produce innovative responses to project briefs by (a) Create concepts that meet brief's specifications. (b) Develop narrative and storyboards (c) Developing project proposal of concepts and presenting in a professional manner to the tutor. (d) Explaining the full cycle of their work from concept to final solution.
LO18	Produce a portfolio that reflects a creative application of their knowledge and technical skills 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. (d) Reflection of skills and knowledge learnt
LO19	Communicate throughout the design process

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

Module Content & Assessment

Indicative Content
Video - Editing & Production Understanding the video production workflow. Explore and document video shooting techniques and vocabulary. Investigate how audience, purpose and goal impact a final video product Transform clips into a coherent video sequence. Understand various video mediums, formats and file types Engage in the process of storyboard creation, from concept idea to finished visual. Capture video using available technologies. Explore and understand general principles for video shooting techniques Investigate how to capture action. Investigate methods of importing, sequencing, editing and production. Addition of audio and effects. Investigate methods of exporting video to various formats for delivery on various platforms.
User interface - user interaction design Create animation and rich media for communication Develop skills in 2D animation software Create innovative user experiences Analyse audience and audience needs Develop narratives and storyboard
Animation Design • Render graphics for 2D environment • Incorporate sound effects • Understand the process of timeline animation • Understand the process of stop frame animation
Packaging Design Understand the principles and process involved in creation of packaging design. Investigate the methods available for creation of physical packaging. Understand the physical restrictions. Understand the process of creation of 2d prototypes and mock-ups Critically analyses of the development cycle.
Interaction Media Design Understand the process involved in Interactive Media Design. Investigate the bridge between interaction, print and media design. Investigate the process of development of interactive media and systems.
Logo Design Understand the principles behind good logo design. Investigate the importance of logo design in both branding and marketing Understand the influence of colour and layout on the development of logo design and branding. Image making technical skills

Assessment Breakdown	%
Project	100.00%

No Continuous Assessment

Project					
Assessment Type	*Assessment Description*	*Outcome addressed*		*% of total*	*Assessment Date*
Project	No Description	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19		100.00	Sem 1 End

No Practical

No End of Module Formal Examination

No Continuous Assessment

Project					
Assessment Type	*Assessment Description*	*Outcome addressed*		*% of total*	*Assessment Date*
Project	n/a	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19		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*
Lecture	Every Week	5.00
	Total Hours	5.00

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