Module Title:	Digital Media Design
Language of Instruction:	English

Credits:	10

NFQ Level:	6

Module Delivered In	No Programmes

Teaching & Learning Strategies:	Lectures / Studio based Projects / Tutorials / Seminars / Case Studies / Industry engagement. Module will be delivered in a studio based environment. Lecture / practical and projects will run simultaneously.

Module Aim:	Using a learning by doing, project based approach. Students will engage with the design process to enhance and further their digital development skills. The addition of audio and video development will enhance their skill base and lead to strong design solutions. Using industry relevant problems students will create creative solutions based on concept and delivered through creation of all digital assets. Using a developing skill set understand and gain expertise in life drawing, understand the human form and its mechanics. Understand movement through human form study, and drawing. Understand and engage in the area of 3d illustration / modeling, and gain knowledge in the area of creating elements for the 3D environments and characters.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Demonstrate a good awareness of the design principles and the design process, its stages and cyclical nature. Demonstrate creative concept development using design principles and related skills
LO2	Develop strong 2d sketching and 2d assets development. Develop an understanding of 3d illustration and environment. Develop a skillet to include 3d illustration and modeling
LO3	Develop a good understanding of UI element design, demonstrate technical skills in UI development and creation based on a design spec
LO4	Develop a set of design related skills – research, understanding design influence, marketing research, persona development, human factors, human psychology
LO5	Develop skills in the creation of video, audio and new media – shooting, capturing, editing, and post production and deployment for various media streams.

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

UI Design and Development
Understand the process behind UI design and development. Use prototyping methods (paper, post it) to create an engaging UI interface and plan. Create a digital 2d version complete with design specs and all necessary information (size, colour, functions). Create all and any necessary UI elements needed for the further development and deployment of the Interface.

2D Illustration / Sketching
Enhance digital drawing skills, using industry standard tools. Develop skills to take a concept from sketch to digital asset. Create user engaging assets that meet the design and user requirements of your project. Engage with the design process regarding critical analysis and evaluation of created assets. Further develop illustration, image creation and manipulation skills using various industry software products. Build on previous colour theory to create engaging designs for user interaction.

Audio Production
Understand the process of creating audio elements. Explore various methods of audio creation, and recording. Understand technical requirements for the required audio. Create or record audio, use audio editing software to create audio assets need for your project. Understand various audio formats, file types and deployment methods.

Video Production
Understand the video production workflow. Understand video production methods and processes. Shoot and capture video using various equipment. Use post production software to create, sequence, and produce engaging video content to fulfil your project brief. Understand video formats, file types and deployment methods through various channels. Understand the technical requirements placed on video and streaming depending on the platform / media device being used.

3D illustration, character and assets
Develop a knowledge of the area of 3d illustration. Understand the principles, and processes involved and begin to develop a skill set that demonstrates this.

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 project briefs and the submission of a final solution and research journal/ notebook / 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	20.00	Week 9
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / 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	20.00	Week 13
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / 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	20.00	Week 19
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / 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	20.00	Week 22
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / 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	20.00	Week 26

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	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*
Laboratory	Every Week	4.00
Independent Learning Time	Every Week	2.00
	Total Hours	6.00

Discussion Note:	TEST