

Module Title:	Digital Media Design
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	4 programme(s)
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.
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	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate a basic knowledge 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 a basic knowledge in the Principles of Graphic Design, applying selected principles in the creation of various design solutions.
LO3	Demonstrate technical skills in Industry standard graphic design software.
LO4	Produce work that reflects a creative application of their technical skills through presenting a research journal/sketchbook that demonstrates efforts to bridge the gap between technical requirements and the theme of the project.
LO5	To work in a shared facility like the Visual Communications and Design studio 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

Layout

Paper sizes and formats, styles of layout, tone, pace and contrast, navigation, grids

Image Creation

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

Assessment Breakdown

Project

%

100.00%

Continuous Assessment

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 Project

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.	1,3,4,5	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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
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_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	2	Mandatory
CW_AWART_B	Bachelor of Arts (Honours) in Art	2	Mandatory
CW_AWART_D	Bachelor of Arts in Art	2	Mandatory
CW_HWVCD_D	Bachelor of Arts in Visual Communications and Design	2	Mandatory