MEDI C2808: Creative Digital Media

Module Title:	Creative Digital Media
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	3 programme(s)

Teaching & Learning Strategies:	Lectures / Tutorials / Practicals concentrating on the development of creative thinking skills, idea generation and visualisation techniques.

Module Aim:	This module will give students extensive knowledge, understanding and competencies across a wide range of digital media design principles and practices; reviewing how digital media communication concepts relate to society, storytelling and branding in the digital world.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Develop key skills across a wide range of digital media technologies and design solutions to create finished artwork for a desired digital marketing solution which is creative and engaging.
LO2	The ability to contribute significantly to the design, development, implementation and research of effective digital media.
LO3	Comprehend and describe key issues and debates surrounding the development and evolution of new media technologies in society.
LO4	Present work that demonstrates a variety of technical skills in digital illustration and imaging. Develop techniques to meet or exceed project specifications.

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
Digital Media Creativity Digital creativity and meaning, digital images and photography, multimedia, infographics, video, emerging media, digital content, creative design solutions
Digital Narrative Digital storytelling, role of text as a fundamental element in digital media, critically analyse samples from a variety of digital media
Digital Media research Case studies, awareness of promotional design limitations, target audience influences and motivations on promotional graphic design, communication objectives, digital research and exploration
Digital Media Awareness Critical awareness of contemporary and emerging issues in digital media practice, Intellectual property, copyright and how it affects your action as a designer, issues to be aware of
Digital Media Practice Generate design and promotion solutions using creative thinking and problem solving digital marketing skills

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Practical/Skills Evaluation	Project Redesign and Reflective Journal	1,2,3,4	50.00	Week 6

No Project

Practical				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Practical/Skills Evaluation	Digital Assets Design and Presentation	1,2,3,4	50.00	Sem 1 End

No End of Module Formal Examination

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*
Laboratory	Every Week	3.00
Independent Learning Time	Every Week	6.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Laboratory	Every Week	1.50
Independent Learning Time	Every Week	5.50
	Total Hours	7.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	4	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	2	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	2	Mandatory