

H6DM: Digital Multimedia

Module Code:	H6DM
Long Title	Digital Multimedia APPROVED
Title	Digital Multimedia
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	10
Module Coordinator:	Sam Cogan
Module Author:	Sam Cogan
Departments:	School of Computing
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Describe the theoretical concepts and essential properties of multimedia
LO2	Develop multimedia interfaces that are both usable and accessible.
LO3	Use a range of different multimedia development tools to produce different user interfaces.
LO4	Ascertain which approaches to use when implementing multimedia projects for different users.
LO5	Analyse target markets and select appropriate digital multimedia approaches
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
What is Digital Multimedia • Ubiquitous computing • Graphic, text, video, audio • Audience concerns • History & future • Requirements gathering techniques for DMM			
Video Production • How video works (framerates, codecs etc) • Effective shot planning • Editing software • Storyboarding			
Image Editing I • Image file types • Colour theory • Scalability/resolution • Images for print/web • Compression • Licensing			
Image Editing II • Image file types • Colour theory • Scalability/resolution • Images for print/web • Compression • Licensing			
Human-Computer Interaction • Accessibility (POUR, WCAG etc) • Colour theory • Usability • Web usability • Web accessibility • UX/Access Test methodology			
Animation I • Animation theory • Animation history & techniques • Modern Animation tools			
Animation II • Practical example of advanced animation techniques o Transforms o Snapping o Masking			
RIA for the Web • What is a rich internet application • Issues • Modern techniques • Students split into groups of 2 to develop an RIA			
Audience identification & social media • Modern social media platforms/tools • Management tools • Analytics tools • Engagement techniques • Ethical concerns			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	CA 1	% of total:	30
Assessment Date:	n/a	Outcome addressed:	1,4,5
Non-Marked:	No		
Assessment Description: CA1 will consist of a theory-based test which covers the areas of video, graphics and human computer interaction. This assessment will have a mix of multiple choice and matching questions, as well as essay-based answers.			
Assessment Type:	Open-book Examination	% of total:	30
Assessment Date:	n/a	Outcome addressed:	2,3
Non-Marked:	No		
Assessment Description: CA2 will be an open book test whereby students must create some aspects of a digital multimedia campaign under a strict time constraint. Students will be given a spec consisting of around 15 items, 75% of which are mandatory and 25% which are optional. Students must identify which elements are doable given the time constraints and must choose between multiple different toolkits and frameworks to ensure that the final product is delivered on time.			
Assessment Type:	Project	% of total:	40
Assessment Date:	n/a	Outcome addressed:	2,3,4,5
Non-Marked:	No		
Assessment Description: Learners are tasked with creating a futuristic company/product/service, and running the subsequent promotional digital multimedia campaign.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description Reassessment of this module will consist of a repeat project. A project will be provided to the student that meets all learning outcomes.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	24	Per Semester	2.00
Tutorial	No Description	24	Per Semester	2.00
Independent Learning	No Description	77	Per Semester	6.42
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
Andrew Faulkner, Conrad Chavez. (2017), Adobe Photoshop CC Classroom in a Book (2018 Release), Classroom in a Book (Adobe), p.400, [ISBN: 0134852486].	
<i>Supplementary Book Resources</i>	
Sorin Pintelle et al. (2014), Navigation and Interaction, Volume 2. Smashing Magazine.	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	