## H6DM: Digital Multimedia

Module Code:		6DM				
Long Title		Digital Multimedia APPROVED				
Title		Digital Multimedia				
Module Level:		LEVEL 6				
EQF Level:		5				
EHEA Level:		Short Cycle				
Credits:		10				
Module Coordinator:		m Cogan				
Module Author:		Cogan				
Departments:		School of Computing				
Specifications of the qualifications and experience required of staff						
Learning Outcomes						
On successful completion of this module the learner will be able to:						
#	Learning Outcome	arning Outcome Description				
L01	Describe the theoret	Describe the theoretical concepts and essential properties of multimedia				
LO2	Develop multimedia	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 appr	certain which approaches to use when implementing multimedia projects for different users.				
LO5	Analyse target marke	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						

## **H6DM: Digital Multimedia**

Module Content & Assessme	ent					
Indicative Content						
Ubiquitous computing • Graphic, tex	Ubiquitous computing • Graphic, text, video, audio • Audience concerns • History & future • Requirements gathering techniques for DMM					
Video Production     How video works (framerates, code)	/ideo Production How video works (framerates, codecs etc) • Effective shot planning • Editing software • Storyboarding					
Image Editing I • Image file types • Colour theory • Sc	mage Editing I Image file types • Colour theory • Scalability/resolution • Images for print/web • Compression • Licensing					
Image Editing II • Image file types • Colour theory • Sc	calability/resolution • Images for print/web	Compression • Licensing				
Human-Computer Interaction • Accessibility (POUR, WCAG etc) • 0	Colour theory • Usability • Web usability •	Web accessibility • UX/Access Test method	lology			
Animation I • Animation theory • Animation history	v & techniques • Modern Animation tools					
Animation II  • Practical example of advanced anim	nation techniques o Transforms o Snappi	ng o Masking				
RIA for the Web • What is a rich internet application • I	ssues • Modern techniques • Students sp	lit into groups of 2 to develop an RIA				
Audience identification & social me • Modern social media platforms/tools	edia s • Management tools • Analytics tools • E	ngagement techniques • Ethical concerns				
Assessment Breakdown			%			
Coursework			100.00%			
Assessments						
Full lime						
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 This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

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							

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