

Liverpool John Moores University

Title: Digital Media in Art and Design
Status: Definitive
Code: **3507CFDF** (128719)
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: London College for Design and Fashion

Team	Leader
Mark Roughley	

Academic Level: FHEQ3
Credit Value: 20
Total Delivered Hours: 80
Total Learning Hours: 200
Private Study: 120

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Seminar	10
Tutorial	10
Workshop	40

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Work submitted for assessment will consist of digital documentation and prints from digital processes. This will include exercises, experimentation and development in relation to the student's final major project. The folio should consist of computer generated or manipulated images and/or designs. The development and outcomes can be on screen or printed stills,	100	

Category	Short Description	Description	Weighting (%)	Exam Duration
		animated, audio and/or motion based and/or interactive prototypes such as an app design or website.		

Aims

- 1. To develop students' knowledge and skills in the application of digital technologies.*
- 2. To use digital processes to develop and expand ideas and iterations.*
- 3. To identify and utilise the potential of digital processes.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Work with a range of software.
- 2 Translate ideas from research and drawings to computer-aided design work.
- 3 Develop a dialogue between analogue and digital environments.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio 1 2 3

Outline Syllabus

This module will support students' Final Major Project by expanding students' skills and knowledge of software as well as encouraging students' creative thinking. Working with design trends and techniques students will expand their abilities to communicate ideas digitally. Students are encouraged to explore the digital media as a language as well as develop a dialogue between analogue and the digital. Students will also be given the opportunity to expand their ability to communicate ideas by acquiring in-depth knowledge of software. Through a series of practical tasks students will develop digital media skills, combined with the ability to translate ideas from research and drawings into computer-aided design work.

Learning Activities

Lectures, Seminars, Workshops.

Notes

Students will in this module learn several software that can have applications in various creative fields. The module will begin by enabling students to translate initial ideas in to practical expression using relevant analogue or digital processes.