

Liverpool John Moores University

Title: Digital Media Tools
Status: Definitive
Code: **4003MEDIA** (119943)
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Ian Bradley	Y
Mark Smith	

Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	10.000
Practical	40.000
Tutorial	2.000
Workshop	20.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	Artefact	Practical production of an artefact	60.0	
Reflection	Reflection	Reflection - individual reflective report	20.0	
Artefacts	Artefact	Blog	20.0	

Aims

To explore the creative potential of digital software for image manipulation, 2D animation and sound production techniques;

*To develop understanding of the user experience, accessibility issues, and standards compliance through practical examples;
To be able to apply knowledge creatively, to produce optimised digital solutions to production.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Explore the creative potential of media software packages
- 2 Demonstrate an awareness of accessibility standards for online media
- 3 Understand the design potential offered by different technologies to author online content.

Learning Outcomes of Assessments

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

Artefact	1
Reflection	3
Artefact	2

Outline Syllabus

Through a series of workshops and short practical sessions students will gain an understanding of:

The manipulation of visual imagery;

Web development software;

Web page design and layout;

Embedding a variety of media types including video and animation.

Learning Activities

Through lectures, workshops and tutorials students will be introduced to a variety of software and hardware tools and will develop the necessary design skills and techniques required to manipulate static and dynamic content. Students will also explore aspects of production methodology, audio production techniques and be introduced to ideas about non-linear ways of conveying information and stories.

References

Course Material	Book
Author	Altman, R.
Publishing Year	1992
Title	Sound Theory / Sound Practice

Subtitle	
Edition	
Publisher	London, UK: Routledge
ISBN	

Course Material	Book
Author	Andrews, P.
Publishing Year	2002
Title	Adobe Photoshop Elements
Subtitle	A Visual Introduction to Digital Imaging
Edition	
Publisher	London, UK: Focal Press
ISBN	

Course Material	Book
Author	Kioskowski, M.
Publishing Year	2010
Title	Layers
Subtitle	The Complete Guide to Photoshop's Most Powerful Features.
Edition	
Publisher	California, USA: Peachpit Press
ISBN	

Course Material	Book
Author	McCloud, S.
Publishing Year	1994
Title	Understanding Comics
Subtitle	
Edition	
Publisher	Glasgow, UK: Harper Collins
ISBN	

Course Material	Book
Author	Meyer, T. and Meyer, C.
Publishing Year	2010
Title	Creating Motion and Graphics with After Effects
Subtitle	
Edition	
Publisher	London, UK: Focal Press
ISBN	

Course Material	Book
Author	Roberts-Breslin, J.
Publishing Year	2012
Title	Making Media
Subtitle	Foundations of Sound and Image Production

Edition	
Publisher	Oxford, UK: Butterworth-Heinemann
ISBN	

Course Material	Book
Author	Sexton, J.
Publishing Year	2007
Title	Music, Sound and Multimedia
Subtitle	From Live to the Virtual
Edition	
Publisher	Edinburgh, UK: Edinburgh University Press
ISBN	

Course Material	Book
Author	
Publishing Year	2012
Title	Adobe Photoshop CS Classroom in a Book
Subtitle	
Edition	
Publisher	Adobe
ISBN	

Notes

Through creating an online presence the student is introduced to basic concepts of image manipulation, 2D animation including stop-frame techniques and web site production, which the students will use to develop an online digital portfolio throughout their programme of study.

Workshops will involve some independent practical work by students. Students will be expected to conduct 168 hours of private study for this module.