Liverpool John Moores University

Title: Digital Media Skills
Status: Definitive
Code: **4502MPP**   (118294)
Version Start Date: 01-08-2011

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

Team	emplid	Leader
Sarah Haynes		Y

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
Tutorial	10.000
Workshop	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio of work produced in response to specific briefs	70.0	
Artefacts	AS2	Individual Website	30.0	

Aims

To explore the creative potential of digital software for image manipulation, 2D animation and authoring environments pertinent to web delivery
To develop an understanding of how digital media tools are utilised at each stage of the production and distribution process.

To be able to apply knowledge creatively, to produce optimised digital solutions to

real world problems

Learning Outcomes

After completing the module the student should be able to:

1   Demonstrate understanding of content development software packages and appreciate their creative potential.
2   Create content compliant with requirements of design briefs.
3   Demonstrate an awareness of the different technologies involved in the implementation of authored content and the creative options that each of these technologies provide for the designer.

Learning Outcomes of Assessments

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

Portfolio of Work   1   2   3

Individual Website   1   2   3

Outline Syllabus

Through a series of workshops, lectures and practical sessions students will gain an understanding of:
The creation of visual imagery
The manipulation of visual imagery
Web development software
Web page design and layout
Embedding a variety of media types including video, and animation
Video compression and DVD creation

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 and be introduced to ideas about non-linear ways of conveying information and stories.

References

Course Material	Book
Author	Budd, A., Moll, C., Collinson, S.
Publishing Year	2009

Title	CSS Mastery
Subtitle	Advanced Web Standard Solutions
Edition	2nd Ed.
Publisher	California, USA: Friends of Ed
ISBN	

Course Material	Book
Author	Lowery, J.W.
Publishing Year	2010
Title	Dreamweaver CSS Bible
Subtitle	
Edition	
Publisher	Chichester, UK: John Wiley & Sons
ISBN	

Course Material	Book
Author	Schultz, D., Cook, C.
Publishing Year	2007
Title	Beginning HTML with CSS and XHTML
Subtitle	Modern Guide and Reference
Edition	
Publisher	California, USA: APress
ISBN	

Course Material	Book
Author	McCloud, S.
Publishing Year	1993
Title	Understanding Comics
Subtitle	The Invisible Art
Edition	
Publisher	London, UK: Harper
ISBN	

Course Material	Book
Author	Williams, R.E.
Publishing Year	2009
Title	Animators Survival Kit
Subtitle	
Edition	
Publisher	London, UK: Faber and Faber
ISBN	

Course Material	Book
Author	Carrera, P.
Publishing Year	2010
Title	Flash Animation
Subtitle	Creative Storytelling for the Web and TV

Edition	
Publisher	Jones and Bartlett Publishers, Inc.
ISBN	

Course Material	Book
Author	Ward, A.
Publishing Year	2009
Title	Photoshop for Right-brainers
Subtitle	The Art of Photomanipulation
Edition	3rd Ed.
Publisher	John Wiley & Sons
ISBN	

Course Material	Book
Author	Visnic, F.
Publishing Year	2011
Title	www.creativeapplications.net
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This is a level 4 module, and as such it is expected that students will be starting the module with a range of software experience and skills. Some students will have better developed spatial understanding and awareness skills and it should be noted that the aim is to be inclusive of all students regardless of their level.
The module is designed to be a basic introduction to the concepts of image creation/manipulation, 2D animation including stop-frame techniques, compression, web site production and DVD creation.
Workshops will vary in length and will involve some independent study. Students will be expected to conduct 168 hours of private study for this module.