

## Liverpool John Moores University

Title: EXPLOITING DESIGN OUTPUT  
Status: Definitive  
Code: **5001TECH** (105291)  
Version Start Date: 01-08-2016

Owning School/Faculty: Electronics and Electrical Engineering  
Teaching School/Faculty: Electronics and Electrical Engineering

Team	Leader
Fang Guo	Y

**Academic Level:** FHEQ5  
**Credit Value:** 12  
**Total Delivered Hours:** 30  
**Total Learning Hours:** 120  
**Private Study:** 90

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Practical	20
Tutorial	10

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Group Website production / demonstration with report	50	
Portfolio	AS2	Group DVD production / demonstration with report	50	

### Aims

*The aim of this module is to develop the students awareness of the opportunity to maximise the digital output of the embodiment design phase with the use of a range of multimedia marketing technologies.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Import and export data between an industry standard CAD package and a 3rd party visualisation package
- 2 Understand how to compose a scene and configure lighting and cameras
- 3 Apply appropriate materials and textures to objects and render a scene
- 4 Apply appropriate post-processing techniques in order to prepare still iamge visualisations for publication or client review

### **Learning Outcomes of Assessments**

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

portfolio	1	2	3
portfolio	1	2	4

### **Outline Syllabus**

*3D Software - Commercial and open source software for modelling and rendering 3D scenes. Import and export file types and associated requirements.*

*3D Scene Creation - Composition of scenes in 3D modelling packages. Creating an environment. Position of lighting and cameras. Application of materials and textures.*

*Production Workflow - Steps required to take CAD data from Solid Works and to render still images and animated clips using popular packages. Generation of web based and multimedia contents.*

### **Learning Activities**

Students work in small groups to design and develop websites and DVD material for personal and organisation promotion. Students will be supported in their design activity by a series of tutorials guiding them in the design and post production activities.

### **Notes**

This module focuses on the practical aspects of web and DVD post production techniques using industry standard software applications eg Dreamweaver, photoshop, Flash and other Adobe creative suite packages.