

Liverpool John Moores University

Title: PLATFORM DEVELOPMENT ENVIRONMENTS
 Status: Definitive
 Code: **5025IMEDIA** (119018)
 Version Start Date: 01-08-2012

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

Team	Leader
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Academic Level: FHEQ5 **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
Report	RPT	A REPORT (1000 WORDS) DETAILING THE CONSTRAINTS AND OPPORTUNITIES AFFORDED BY THE PLATFORMS INTRODUCED DURING THE MODULE	25.0	
Portfolio	PORT	PORTFOLIO OF 4 MINI PROJECTS THAT REFLECT DESIGN AND PRODUCTION SKILLS FOR VARIOUS MEDIA PLATFORMS	75.0	

Aims

- 1. To enable students to critically review and evaluate a range of new and emerging interactive technologies and converging media forms.*
- 2. To provide students with the opportunity to explore the creative potential of these technologies with practical experimentations.*
- 3. To explore mobile communication and design opportunities.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a thorough understanding of new and emerging technologies and an awareness of converging media trends.
- 2 Apply their critical and creative skills in order to design appropriate solutions for different delivery systems.
- 3 Conceive and develop original design ideas that exploit the potential of a range of delivery platforms.

Learning Outcomes of Assessments

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

REPORT	1	
PORTFOLIO	2	3

Outline Syllabus

- . Overview of new, emerging and converging technologies and media forms.*
- . DVD and interactive TV authoring*
- . New Web technologies*
- . Mobile communications*
- . Gaming platforms*
- . Multi-channel delivery*
- . Mobile*

Learning Activities

Lectures will impart the modules themes and provide a conceptual framework around media convergence and the opportunities and constraints afforded by the platforms considered. Workshops will involve students in hands on practice to advance their technical skills and tutorial support will lead students to develop their individual design practice.

References

Course Material	Book
Author	Dixon, D
Publishing Year	2002
Title	Desktop DVD Authoring
Subtitle	
Edition	
Publisher	New Riders, Illinois, USA
ISBN	

Course Material	Book
Author	Zwick, C and Shimitz, B
Publishing Year	2005
Title	Designing for Small Screens
Subtitle	
Edition	
Publisher	Ava Publishing, Lausanne, Switzerland
ISBN	

Course Material	Book
Author	Ballard, B
Publishing Year	2007
Title	Designing the Mobile User Experience
Subtitle	
Edition	
Publisher	John Wiley and Sons, New York, USA
ISBN	

Course Material	Book
Author	Leggett, R, De Boer, W and Janousek, S
Publishing Year	2005
Title	Foundation Flash Applications for Mobile Devices
Subtitle	
Edition	
Publisher	Apress, California, USA
ISBN	

Course Material	Website
Author	BBC Technology
Publishing Year	
Title	http://news.bbc.co.uk/1/hi/technology/default.stm
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	Guardian Unlimited Technology
Publishing Year	
Title	http://www.guardian.co.uk/technology?gusrc=rss&feed=technology
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	Guardian Unlimited Media
Publishing Year	
Title	http://www.guardian.co.uk/media?gusrc=rss&feed=media
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	Wired Magazine
Publishing Year	
Title	http://www.wired.com/wired/
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This module will provide students with the opportunity to explore new and emerging technologies and develop content for a range of delivery platforms. The module whilst developing student's production skills is also concerned with the notion that technologies are constantly evolving and students need to be aware of the opportunities for new forms of content. The module is about designing for new platforms and so may involve students creating mediations in some instances. It is appreciated that these students are designers/producers of new media and not programmers.