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Title: DIGITAL MEDIA PRODUCTION  
 Status: Definitive  
 Code: **5068COMP** (119649)  
 Version Start Date: 01-08-2014

Owning School/Faculty: Computing and Mathematical Sciences  
 Teaching School/Faculty: Computing and Mathematical Sciences

Team	Leader
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**Academic Level:** FHEQ5      **Credit Value:** 24.00      **Total Delivered Hours:** 74.00

**Total Learning Hours:** 240      **Private Study:** 166

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Practical	48.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio of individual media artefacts	30.0	
Exam	AS3	Examination	40.0	2.00
Artefacts	AS2	Group Digital Media project	30.0	

### Aims

*To consolidate and extend previous knowledge and practical experience of digital media production tools and techniques.*

*To provide experince and skills in devising, planning and managing the team*

*production of media rich developments.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Discuss the underpinning theory and concepts of digital media production
- 2 Produce digital media to an appropriate professional standard using the appropriate software applications
- 3 Demonstrate digital media production project management skills in the production of a real world digital media project

## **Learning Outcomes of Assessments**

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

Portfolio	2
Examination	1
Group project	3

## **Outline Syllabus**

*Media: Practices, Digital Culture, Ethics and Justice.*

*Internet Delivery technologies*

*Image and Graphic Production and Post-Production: Digital drawing, rotoscoping & tracing image, image manipulation, colour theory, use of filters and effect, preparing for print and web.*

*Audio Production and Post-production: Audio recording, digital synthesis, digital signal processing (DSP), audio editing.*

*Typography & Font Creation: Vector graphic technology, typesetting, font creation software packages.*

*Video production & Post production: Capturing video, principles of video editing, video editing software packages.*

*Project Design & Management: Project scoping, stakeholder and their influences, developing relationships, risk and issues, usability and accessibility, testing and achieving, legal issues and intellectual property, team management.*

## **Learning Activities**

Lectures will concentrate on the necessary theory of these topics while hands-on practical sessions will develop the capabilities to design, create, produce and deliver rich digital media applications.

## **References**

<b>Course Material</b>	Book
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<b>Author</b>	Chapman, N and Chapman, J.
<b>Publishing Year</b>	2011
<b>Title</b>	Digital Multimedia
<b>Subtitle</b>	
<b>Edition</b>	3rd Edition
<b>Publisher</b>	Wiley & Sons
<b>ISBN</b>	978-0-470-51216-6

<b>Course Material</b>	Book
<b>Author</b>	Chapman, N and Chapman, J.
<b>Publishing Year</b>	2007
<b>Title</b>	Digital Media Tools
<b>Subtitle</b>	
<b>Edition</b>	3rd Edition
<b>Publisher</b>	Wiley & Sons
<b>ISBN</b>	978-0-470-01227-7

<b>Course Material</b>	Book
<b>Author</b>	Costello, V. and Youngblood, E.
<b>Publishing Year</b>	2012
<b>Title</b>	Multimedia Foundations
<b>Subtitle</b>	Core Concepts for Digital Design
<b>Edition</b>	
<b>Publisher</b>	Elsevier Press
<b>ISBN</b>	978-0-240-81394-3

<b>Course Material</b>	Book
<b>Author</b>	Campeato, O.
<b>Publishing Year</b>	2012
<b>Title</b>	HTML5 Canvas and CSS3 Graphics Primer
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Mercury Learning & Information
<b>ISBN</b>	978-1-936-42034-6

<b>Course Material</b>	Book
<b>Author</b>	Dancyger, K.
<b>Publishing Year</b>	2010
<b>Title</b>	The Technique of Film and Video Editing
<b>Subtitle</b>	History, Theory and Practice
<b>Edition</b>	
<b>Publisher</b>	Focal Press
<b>ISBN</b>	0240813979

<b>Course Material</b>	Book
<b>Author</b>	England, E.
<b>Publishing Year</b>	2007

<b>Title</b>	Managing Interactive Media
<b>Subtitle</b>	Project Management for Web and Digital Media
<b>Edition</b>	
<b>Publisher</b>	Addison Wesley
<b>ISBN</b>	0321436938

<b>Course Material</b>	Book
<b>Author</b>	Couldry, N.
<b>Publishing Year</b>	2012
<b>Title</b>	Media, Society, World
<b>Subtitle</b>	Social Theory and Digital Media Practice
<b>Edition</b>	
<b>Publisher</b>	Polity Press
<b>ISBN</b>	0745639216

## Notes

This module provides the student with the concepts, methods, techniques and experience to design, develop and manage rich digital multiple-media projects.