Liverpool John Moores University

Title:	CONTEMPORARY MEDIA
Status:	Definitive
Code:	**5500GD** (116082)
Version Start Date:	01-08-2011

Owning School/Faculty:	Liverpool School of Art & Design
Teaching School/Faculty:	St Helens College

Team	emplid	Leader
Carole Potter		Y

Academic Level:	FHEQ5	**Credit Value:**	24.00	**Total Delivered Hours:**	96.00
Total Learning Hours:	240	**Private Study:**	144		

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10.000
Off Site	10.000
Practical	46.000
Tutorial	10.000
Workshop	20.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Technology	AS1	Digital Assignment	100.0	

Aims

To explore visual communication through contemporary media solutions.
To analyse and understand the transmission of ideas through linear and non-linear formats.
To develop skills in using motion and interactivity to communicate ideas and information.

Learning Outcomes

After completing the module the student should be able to:

1   Compose a digital solution which effectively communicates a predetermined idea.
2   Employ storyboards, mindmaps and sitemaps as an integral part of the design process.
3   Identify and evaluate a range of digital solutions for application of a designated brief.
4   Explore methods of visual and auditory communication using a range of contemporary media processes and techniques.

Learning Outcomes of Assessments

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

Digital Assignment   1   2   3   4

Outline Syllabus

This module aims to provide an opportunity to explore a variety of contemporary media solutions and practices and understand their value and relevance as methods of visual communication within Graphic Design. A series of lectures will introduce various forms of contemporary media, leading to discussion and analysis of successful practices. Students will be given the option of which form of linear or non-linear work they produce in accordance with designated briefs, from which developmental test versions/models will be created and documented before creating final solutions. Students will document their research and developmental work through the use of journals/sketchbooks and also document digital solutions in the appropriate file formats for presentation/viewing and assessment.

Learning Activities

A series of digital software workshops followed by tutorials.

References

Course Material	Book
Author	Troika, Freyer, C., Noel, S. & Rucki, E.
Publishing Year	2008
Title	Digital Design
Subtitle	Crafting Technology for Products and Environments
Edition	
Publisher	Thames & Hudson

ISBN	10: 0500514380

Course Material	Book
Author	Tribe, M. & Reese, J.
Publishing Year	2007
Title	New Media Art
Subtitle	
Edition	
Publisher	Taschen GmbH
ISBN	10: 3822830410

Course Material	Book
Author	One Dot Zero
Publishing Year	2008
Title	Motion Blur 2
Subtitle	Graphic Moving Imagemakers (Onedotzero)
Edition	
Publisher	Lawrence King
ISBN	1856694658

Course Material	Book
Author	Budd, A., Moll, C. & Collison, S.
Publishing Year	2006
Title	CSS Mastery
Subtitle	Advanced Web Standards Solutions
Edition	
Publisher	Friends of Ed
ISBN	10: 1590596145

Course Material	Book
Author	Moggridge, B.
Publishing Year	2006
Title	Designing Interactions
Subtitle	
Edition	
Publisher	MIT Press
ISBN	10: 0262134748

Notes

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