

## Liverpool John Moores University

Title: PLATFORM DEVELOPMENT ENVIRONMENTS  
Status: Definitive  
Code: **5502DIGMED** (108418)  
Version Start Date: 01-08-2011

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

Team	Leader
Sarah Haynes	Y

**Academic Level:** FHEQ5  
**Credit Value:** 24.00  
**Total Delivered Hours:** 70.00  
**Total Learning Hours:** 240  
**Private Study:** 170

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	10.000
Tutorial	6.000
Workshop	54.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework: Written report (1000 words)	25.0	
Report	AS2	Coursework: Practical exercises	25.0	
Report	AS3	Coursework: Practical Project with supporting documentation	50.0	

### 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 further develop students' skills in 2D development environments and introduce them to the basics of interactive scripting.

4. To introduce students to 3D development environments.

5. 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 produce appropriate solutions for different delivery systems.
- 3 Generate non-linear narratives using basic interactive scripting techniques.
- 4 Demonstrate a competence with the basic principles of 3D animation and control.
- 5 Conceive and develop an original design idea that exploits the potential of a delivery technology of their own choice.

## Learning Outcomes of Assessments

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

Written report	1		
Practical exercises	2	3	4
Practical Project	2	5	

## Outline Syllabus

- . Overview of new, emerging and converging technologies and media forms.
- . DVD authoring
- . New Web technologies
- . Interactive Scripting environments
- . 3D development environments
- . Interactive TV and set-top boxes
- . Mobile communications
- . Gaming platforms
- . Multi-channel delivery

## Learning Activities

Lectures, tutorials and workshops.

## References

<b>Course Material</b>	Book
<b>Author</b>	Dixon, D.
<b>Publishing Year</b>	2002
<b>Title</b>	Desktop DVD Authoring
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	New Riders
<b>ISBN</b>	0789727528

<b>Course Material</b>	Book
<b>Author</b>	O'Driscoll, G.
<b>Publishing Year</b>	2000
<b>Title</b>	The Essential Guide to Digital Set-Top Boxes and Interactive TV
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	0130173606

<b>Course Material</b>	Book
<b>Author</b>	Hubbell, J. & Boardman, T.
<b>Publishing Year</b>	2000
<b>Title</b>	Inside 3D Studio Max Modelling, Materials and Rendering
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	New Riders
<b>ISBN</b>	0735700850

<b>Course Material</b>	Book
<b>Author</b>	Mohler, J.L.
<b>Publishing Year</b>	2002
<b>Title</b>	Flash MX Graphics, Animation & Interactivity
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Delmar
<b>ISBN</b>	0766842061

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## Notes

The combination of the Internet, cable & satellite delivery, wireless devices, and the digital set-top box present a future of converging media forms that will result in the spinning out of new and, often, unexpected digital communication systems. Demand for digital content is continuing to grow, providing a whole new raft of opportunities for the digital entertainment industries. In addition, multi-channel distribution, already

a reality, means that 'publication' of content is now spread across a range of delivery technologies, both old and new.

This module will identify and investigate in detail the different entertainment delivery platforms and the associated software development kits (SDKs) used in the production of digital content for these systems. Students will explore the deployment of these skills for use with a wide range of established, new and emerging digital delivery systems including DVD, interactive TV, mobile devices and games consoles.

This module will provide students with an awareness of the technology trends that are driving this sector and give an understanding of the role of other disciplines, which contribute to the production, and delivery of interactive content.

Students will learn about the range of options for the New Media designer provided by the very latest developments in digital technology, testing the potential of each system as well as their limitations.

Interactive scripting and 3D development environments will be introduced in this module.