Liverpool John Moores University

Title:	DIGITAL MEDIA PRODUCTION
Status:	Definitive
Code:	**5524YCOM** (119760)
Version Start Date:	01-08-2013

Owning School/Faculty: Computing and Mathematical Sciences
Teaching School/Faculty: Kolej Teknologi YPC-ITWEB

Team	emplid	Leader
Andrew Laws		Y

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

Course Material	Book
Author	Chapman, N and Chapman, J.

Publishing Year	2011
Title	Digital Multimedia
Subtitle	
Edition	3rd Edition
Publisher	Wiley & Sons
ISBN	978-0-470-51216-6

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

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

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

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

Course Material	Book
Author	England, E.
Publishing Year	2007
Title	Managing Interactive Media

Subtitle	Project Management for Web and Digital Media
Edition	
Publisher	Addison Wesley
ISBN	0321436938

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

Notes

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