

Digital Media Production

Module Information

2022.01, Approved

Summary Information

Module Code	5627YCOM
Formal Module Title	Digital Media Production
Owning School	Computer Science and Mathematics
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	22
Practical	33

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To consolidate and extend previous knowledge and practical experience of digital media production tools and techniques. To provide experience and skills in devising, planning and managing the team production of media rich experiences.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Discuss the underpinning theory and concepts of digital media production.
MLO2	2	Use appropriate software applications to create digital media to an appropriate professional standard
MLO3	3	Manage a digital media production project to create a real world digital media outcome.

Module Content

Outline Syllabus	Media: Practices, Digital Culture, Ethics Internet Delivery technologies Image and Graphic Production and Post-Production: Digital drawing, rotoscoping & tracing image, image manipulation, colour theory, use of filters and effects, 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 the team, usability, testing, workflow and the multimedia architecture, team management
Module Overview	
Additional Information	This module provides the student with the concepts, methods, techniques and experience to design, develop and manage rich digital multimedia.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Individual Digital Media Port	40	0	MLO1
Artefacts	Group Digital Media Project	60	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Hulya Francis	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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