

Liverpool John Moores University

Title: DIGITAL MEDIA PRODUCTION

Status: Definitive

Code: **5627YCOM** (123258)

Version Start Date: 01-08-2021

Owning School/Faculty: Computer Science and Mathematics

Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Hulya Francis	Y

Academic Level:	FHEQ5	Credit Value:	20	Total Delivered Hours:	55
Total Learning Hours:	200	Private Study:	145		

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	22
Practical	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Individual Digital Media Portfolio	40	
Technology	AS2	Group Digital Media Project	60	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Individual Digital Media Portf	1	
Group Digital Media Project	2	3

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

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 media rich experiences.

Notes

This module provides the student with the concepts, methods, techniques and experience to design, develop and manage rich digital multimedia.