

Summary Information

Module Code	7504CD
Formal Module Title	Digital Design Business Opportunities and Development
Owning School	Liverpool Screen School
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Hatana El-Jarn	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
ISDC - Kochi

Learning Methods

Learning Method Type	Hours
Lecture	60
Tutorial	24
Workshop	24

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	<ol style="list-style-type: none"> 1. Explore a range of differing mainstream visual communication fields 2. Experiment with a range of digital technologies as common with specialist areas of visual communication practice 3. Identify current creative business applications within the various fields of visual communications 4. Research how innovation is impacting on various visual communication activities 5. Consider future trends within a chosen media 6. Research and explore the current market sectors and make up of a specific media 7. Consider new business applications and identify business opportunities within that specific media 8. Determine a preferred specialist of visual communication media that is compatible with your competences and interests.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically understand and conduct basic market analysis and identify business opportunities
MLO2	Evaluate and compare a range of visual communication media and be able to select the appropriate media to deliver specific outcomes
MLO3	Identify future trends within a specific visual communication media
MLO4	Identify a specialist field of visual communication that is compatible with your competences and interests to further your studies during the course

Module Content

Outline Syllabus

This module is not intended to develop 'mastery or proficiency' in any one of the above specific fields but to develop a critical understanding of one of the selected fields of your preference, in relation to the other visual communication fields and to set this critical understanding in the context of contemporary business and visual communication practice.

The module aims to equip you with the ability to identify business and societal opportunities and challenges and to consider potential business opportunities and applications within the creative industries and specifically within the fields of visual communication media studies in-depth in this module.

Successful business development in the creative industries does not only require specialist knowledge of the 'here and now' but also requires consideration of its market, future trends and innovation and the module will introduce you to the techniques and methodologies employed in trend prediction and the considerations for developing future proofed solutions.

The structure of the module ensures that you will work collaboratively across visual communication media and autonomously in your preferred chosen specialist media from the range studied which is reflective of contemporary design industry practice. Working in collaboration you will identify a business opportunity within the creative industries, develop a business or commercial proposition and communicate it using any single or combination of visual communication media. Your proposition will be supported visually by market research and a marketing strategy.

Module Overview

Additional Information

In this module you will apply the study experience gained during the previous modules, pertaining to 'business models', 'design thinking' and 'digital technologies', together with the experience gained in developing user centred solutions, in order to consider potential business opportunities, applications and development within the fields of:

advertising

animation

game art design

graphic design

visual effects

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Report	70	0	MLO1, MLO2, MLO3
Presentation	Presentation	30	0	MLO4