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| Title: | Time Based Media Design APPROVED |
| Long Title: | Time Based Media Design |
| Module Code: | MMED6013 |
| Duration: | 1 Semester |
| Credits: | 5 |
| NFQ Level: | Fundamental |
| Field of Study: | Multimedia |
| Valid From: | Semester 1 - 2017/18 (September 2017) |
| Module Delivered in | 2 programme(s) |
| Module Coordinator: | ROSE MC GRATH |
| Module Author: | PAUL JAMES GREEN |
| Module Description: | The module provides the learner with knowledge of the principles of motion graphic design as it relates to animated and/or audio/video sequences. It provides the learner with practical methods for developing audio-visual content using digital tools. Students will gain some of the fundamental skills required for designing time-based media for deployment across a range of contemporary media platforms. |
| Learning Outcomes | |
| <i>On successful completion of this module the learner will be able to:</i> | |
| LO1 | Implement appropriate techniques and design processes that facilitate the development of time-based media such as animation and video. |
| LO2 | Identify good practice in existing animation, video/film and/or sound works, especially in terms of narrative structure and character design. |
| LO3 | Describe the creative and technical processes involved in the development of an A/V motion design product from concept to completion. |
| LO4 | Apply appropriate principles and practice in the creation of a short 2D audio visual motion design sequence. |
| Pre-requisite learning | |
| Incompatible Modules | |
| <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i> | |
| No incompatible modules listed | |
| Co-requisite Modules | |
| No Co-requisite modules listed | |
| Requirements | |
| <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i> | |
| No requirements listed | |
| Co-requisites | |
| No Co Requisites listed | |

Module Content & Assessment

Indicative Content

Practical

Exercises in the fields of audiovisual design: analysis, research, and preparation, storyboarding and animatics, fixed linear and interactive plots (branches), visual storytelling. Introduction to 2D and 3D authoring, use of technology and tools (2D and 3D). Creation of short animations/video and/or audio sequences.

Theory

An overview of the concepts relating to time based A/V media. Video, film, animation and motion graphics: traditional and contemporary approaches. Genres and styles. Differences and similarities between traditional and contemporary methods of producing video and animation: stop motion and frame-by-frame techniques, keyframing and tweening, spacial concepts relating to 2D and 3D animation environments, delivery environments and contexts. Techniques and approaches to production: straight-ahead and planned. Narratology: story structure, characterisation, dramatic and narrative tension and structure, interactivity and narrative, narrative: linear and non-linear. Visual design: visual story (words and pictures), storyboarding, basic principles of video and animation. Morphology of motion design: a lexicon of space, form and time principles. Sound and image: inter-dependencies, sound for effect and mood. Overview and analyses of the delivery, broadcast and publication of time based work in a range of contexts such as games, broadcast, film industries.

Assessment Breakdown

| | % |
|-------------|---------|
| Course Work | 100.00% |

Course Work

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------------------|---|-------------------|------------|-----------------|
| Practical/Skills Evaluation | Exercises in the field of audiovisual design. | 1,2,3 | 30.0 | Week 6 |
| Practical/Skills Evaluation | Demonstration and evaluation of the principles of time based media through practical work. A short written element to articulate the intentions of the time based work. | 1,2,3,4 | 70.0 | Sem End |

No End of Module Formal Examination

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment



Module Workload

| Workload: Full Time | | | | |
|---|--|--------------|------------------|--|
| <i>Workload Type</i> | <i>Workload Description</i> | <i>Hours</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lab | Set of practical exercises/assignment(s) in time-based media | 3.0 | Every Week | 3.00 |
| Independent & Directed Learning (Non-contact) | Practice and exploration by student outside of class contact | 4.0 | Every Week | 4.00 |
| Total Hours | | | | 7.00 |
| Total Weekly Learner Workload | | | | 7.00 |
| Total Weekly Contact Hours | | | | 3.00 |

This module has no Part Time workload.

Module Resources

Recommended Book Resources

- Matt Woolman 2004, *Motion Design: Moving Graphics for Television, Music Video, Cinema, and Digital Interfaces*, Rotovision [ISBN: 2880467896]
- Adobe Creative Team, 2010, *Adobe After Effects CS5 Classroom in a Book* [ISBN: 0321704495]
- Paul Wells 2010, *Understanding animation*, 2nd Ed., Chapters 1 & 3, Routledge [ISBN: 0415397308]
- Gill Branston, Roy Stafford, 2010, *The Media Student's Book*, Chapters 2 & 3 [ISBN: 0415558425]

Supplementary Book Resources

- Matt Woolman 2005, *Type in Motion: No. 2*, Thames & Hudson Ltd [ISBN: 0500512434]
- Edit. Shane R.J Walter, Matt Hanson, OneDotZero 2005, *Motion Blur: Graphic Moving Imagemakers*, Hali Publications [ISBN: 1856694658]
- Kit Laybourne 1998, *The Animation Book: A Complete Guide to Animated Film Making.*, Crowne Publications
- Paul Wells 2002, *Animation Genre and Authorship*, Wallflower Press [ISBN: 1903364205]

This module does not have any article/paper resources

Other Resources

- Website: Lynda.com *Animation and video software tutorials*, Lynda.com
<https://www.lynda.com/>

Module Delivered in

| Programme Code | Programme | Semester | Delivery |
|-----------------------|---|-----------------|------------------|
| CR_HMMED_8 | <u>Bachelor of Arts (Honours) in Creative Digital Media</u> | 2 | Group Elective 1 |
| CR_HPHNM_8 | <u>Bachelor of Arts (Honours) in Photography with New Media</u> | 2 | Elective |