



Title:	Moving Image & Sound APPROVED
Long Title:	Moving Image & Sound
Module Code:	MMED6011
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
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Module Description:	This module provides a basis for understanding the moving image design and production process: the learner is introduced to the theories and practical processes involved in time-based audio/visual media production. Through the completion of analytical, creative, and technical exercises the learner is enabled to achieve effective solutions to time-based design challenges.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Evaluate time-based media concepts.
LO2	Analyse time-based media assets in terms of their use of space, time, motion, and sound.
LO3	Resolve motion/sound-based design and production challenges.
LO4	Present concepts, process, and outcomes in a clear and coherent manner.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
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	

Module Content & Assessment

Indicative Content

Motion graphic design

Time-based media examples, theory and concepts.

Motion

Motion within a single frame, motion graphics and motion typography, still camera and moving camera, still scene and moving scene.

Montage

Montage principles. Sound and music: sourcing and creating audio resources. Acoustical design of image and space, the score.

Space

Object photography and modelling with light, natural and constructed light, continuity and montage of space, perspective.

Time

Symbolic visualisation of time, the sequence, linearity and interpretation, storyboarding.

Motion

Shot action, montage and continuity. 2D-animation, rhythm and internal motion (emotion).

Sound

Recording of noise, sound and speech. Image sound relationships, sound design, music selection and application.

Assessment Breakdown

%

Course Work

100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Skills Assessment. Presentation of a finished short animation that is tutor led and introduces the student to a range of audiovisual tools and techniques.	1,2,3	30.0	Week 7
Practical/Skills Evaluation	Completion of a short animation which challenges the student to creatively employ a range of techniques and tools in developing an idea in response to a brief provided by the tutor. Practical work should be supported by a short written statement that articulates the students intentions.	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	Practical: Image manipulation, vector design, basics of animation, audio editing, video editing, layout theory, grids, compositing.	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	Self initiated research and design: working on assignments in between lab time.	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

- Andrew Faulkner, Conrad Chavez 2015, *Adobe Photoshop CC Classroom in a Book* [ISBN: 0134308131]

Supplementary Book Resources

- Brie Gyncild, Andrew Faulkner 2015, *Adobe After Effects CC Classroom in a Book* [ISBN: 0133927032]
- Brian Wood 2015, *Adobe Illustrator CC Classroom in a Book 2015* [ISBN: 0134308115]
- Harold Whitaker, John Halas, *Timing for Animation* [ISBN: 0240521609]
- Austin Shaw 2015, *Design for Motion: Fundamentals and Techniques of Motion Design* [ISBN: 1138812099]
- Heather D. Freeman, *The Moving Image Workshop* [ISBN: 1472572009]

This module does not have any article/paper resources

Other Resources

- Website: *Layers Magazine*
<http://layersmagazine.com/>
- Website: *Computer Arts Magazine*
<http://www.creativebloq.com/computer-arts-magazine>
- Website: *Tuts Plus*
<http://tutsplus.com/>
- Website: *Video Copilot*
<http://www.videocopilot.net/>
- Website: *Da Font*
<http://www.dafont.com/>
- Website: *Brush Eezy*
<http://www.brusheezy.com/>
- Website: *Vector Eezy*
<http://www.vecteezy.com/>
- Website: *School of Motion*
<http://www.schoolofmotion.com>
- Website: *Motion Script*
<http://motionscript.com/>
- Website: *After Effects Scripts*
<http://aescrpts.com/>
- Website: *Flat Icon (icon database)*
<http://www.flaticon.com/>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_HMMED_8	<u>Bachelor of Arts (Honours) in Creative Digital Media</u>	1	Mandatory
CR_HDMTE_8	<u>Certificate in Digital Media Design and Development</u>	1	Mandatory