



<b>Title:</b>	Design - Digital Moving Image	<b>APPROVED</b>
<b>Long Title:</b>	Design - Digital Moving Image	
<b>Module Code:</b>	DESI7017	<b>Duration:</b> 1 Semester
<b>Credits:</b>	5	
<b>NFQ Level:</b>	Intermediate	
<b>Field of Study:</b>	Design Studies	
<b>Valid From:</b>	Semester 1 - 2017/18 ( September 2017 )	
<b>Module Delivered in</b>	<a href="#">2 programme(s)</a>	
<b>Module Coordinator:</b>	ROSE MC GRATH	
<b>Module Author:</b>	VALERIE RENEHAN	
<b>Module Description:</b>	This is a project-based module focusing on encouraging students to develop skills for communicating creative concepts within the context of a set brief in areas such as branding, advertising, promotion, music and entertainment. This module culminates students visual & design skills, bringing them together in a new visual expression, the broad spectrum of motion design. Depending on interests and skills, students will be encouraged to explore the creative potential of their chosen direction. Students will also be encouraged to contextualise their working methods within a theoretical framework, and to refine skills of analysis/storyboarding, evaluation, conceptual thinking and visual expression.	
<b>Learning Outcomes</b>		
<i>On successful completion of this module the learner will be able to:</i>		
LO1	Apply appropriate visual research methodologies in evaluating the design & technical approach.	
LO2	Design a range of relevant ideas within the context of motion design to meet set objectives.	
LO3	Employ appropriate digital tools to produce a finished motion piece in a design context as defined by a set brief.	
LO4	Showcase the development of a personal visual language in the communication of set objectives.	
<b>Pre-requisite learning</b>		
<b>Incompatible Modules</b>		
<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		
<b>Co-requisite Modules</b>		
No Co-requisite modules listed		
<b>Requirements</b>		
<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		
<b>Co-requisites</b>		
No Co Requisites listed		

**Module Content & Assessment**

**Indicative Content**

**Self Initiated Planning & Style**

Students will be encouraged to follow a personal choice between areas of motion design such as animation, video, digital advertising, promotional walk throughs etc developing a distinctive personal style and voice.

**Design**

Sketching and drawing will also be required to provide students with the means to develop ideas and storyboards for situating motion design within a design context.

**Development:**

Experiential approach is expected to employ appropriate techniques & approaches to achieving their intended outcomes.

**Final Project**

All research, development, exploratory work and final presentation must be submitted for assessment.

Assessment Breakdown	%
Course Work	100.00%

Course Work				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Preparatory work & prototype/storyboard	1,2,3,4	40.0	Week 6
Practical/Skills Evaluation	Motion Design Project	2,3,4	60.0	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**

<b>Workload: Full Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Independent Learning	Practice & Implementation of Design & Outcomes	4.0	Every Week	4.00
Tutorial	Studio/Lab Based Practical Work	3.0	Every Week	3.00
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*

- Fairchild Books 2015, *The Moving Image Workshop* [ISBN: 978-147257200]
- Ian Crook and Peter Beare 2015, *Motion Graphics* [ISBN: 978-147256900]

### *Supplementary Book Resources*

- SendPoints Publishing Co. 2015, *Motion Graphics in Branding* [ISBN: 978-988138357]
- Richard E. Williams 2009, *The Animator's Survival Kit* [ISBN: 978-057123834]
- Austin Shaw 2015, *Design for Motion: Fundamentals and Techniques of Motion Design* [ISBN: 978-113881209]
- Francis Glebas 2008, *Directing the Story: Professional Storytelling and Storyboarding Techniques for Live Action and Animation* [ISBN: 978-024081076]

*This module does not have any article/paper resources*

*This module does not have any other resources*

**Module Delivered in**

<b>Programme Code</b>	<b>Programme</b>	<b>Semester</b>	<b>Delivery</b>
CR_HPHNM_8	<a href="#"><u>Bachelor of Arts (Honours) in Photography with New Media</u></a>	5	Elective
CR_DVICO_8	<a href="#"><u>Bachelor of Arts (Honours) in Visual Communications</u></a>	5	Elective