



<b>Title:</b>	Creative Technology - Media <b>APPROVED</b>
<b>Long Title:</b>	Creative Technology - Media
<b>Module Code:</b>	DESI8001
<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>Next Review Date:</b>	April 2021
<b>Module Coordinator:</b>	ROSE MC GRATH
<b>Module Author:</b>	VALERIE RENEHAN
<b>Module Description:</b>	This module introduces students to media design. This module is aimed at graphic design students so that they can create designs and implement concepts into motion/interactive solutions. This module gives students the opportunity to explore and challenge graphic design in motion in areas such as digital signage/advertising and interactive information design.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Design an interactive solution through the use of visual and technical research methodologies.
LO2	Create a range of ideas with respect to an interactive solution
LO3	Use the design process to create the iterative stages of the development of an interactive solution.
LO4	Implement and present an interactive solution through exploration.
<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**

**Research & Analysis**

Students will undertake analysis of interactive solutions as well as employing technical and visual research methodologies to develop skill and understanding of the visual communication in motion.

Students will review the changing landscape of graphic design as it embraces new media as a medium for communication.

**Design & Development**

The emphasis on this module will encourage the development of personal skill in taking an exploratory approach, challenging the possible directions of graphic design concepts in motion.

**Implementation**

Students will undertake an individual interactive graphic design project from research, ideas, and development to final outcome mainly revolving around the area of promotion e.g. digital signage, web advertising.

**Assessment Breakdown**

	%
Course Work	100.00%

**Course Work**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Interactive Design Project (includes project milestones)	1,2,3,4	60.0	Sem End
Practical/Skills Evaluation	Project review of the design proposal	1,2,3	40.0	Week 7

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>
Lab	Class/Studio based practical	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	Design/Practical work	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

- Rebecca Gallagher, Andrea Moore Paldy 2006, *Exploring Motion Graphics (Design Exploration)*, CENGAGE Delmar Learning [ISBN: ISBN-10: 1418014214, ISBN-13: 978-1418014216]
- Gavin Lucas, Michael Dorrian, 2006, *Guerrilla Advertising* [ISBN: 1856694704]

### Supplementary Book Resources

- Jon Krasner 2004, *Motion Graphic Design and Fine Art Animation: Principles and Practice*, Focal Press [ISBN: ISBN-10: 024080482, ISBN-13: 978-0240804828]
- Stephen Pite 2002, *The Digital Designer: 101 Graphic Design Projects for Print, the Web, Multimedia, and Motion Graphics*, OnWord Press [ISBN: ISBN-10: 0766873471, ISBN-13: 978-0766873476]
- Bob Gordon, Maggie Gordon 2005, *The Complete Guide to Digital Graphic Design*, Thames & Hudson Ltd [ISBN: ISBN-10: 0500285608, ISBN-13: 978-0500285602]
- Melanie Goux, James A. Houff 2003, *On screen in time: transitions in motion graphic design for film, television and new media*, RotoVision [ISBN: 2880467004]
- Jason Fincanon 2007, *Creating Flash Advertising: From Concept to Tracking - Microsites, Video Ads and More*, Focal Press [ISBN: ISBN-10: 0240809491, ISBN-13: 978-0240809496]
- Bill Moggridge 2007, *Designing interactions*, MIT Press Cambridge, Mass. [ISBN: 0262134748]
- Matt Woolman 2005, *Type in motion 2*, Thames & Hudson London [ISBN: 0500512434]

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

### Other Resources

- Website: *computer arts*  
<http://www.computerarts.co.uk/>
- Website: *Adobe*  
<http://www.adobe.com/designcenter/>
- Website: *motionographer*  
<http://motionographer.com/>

**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>	7	Elective
CR_DVICO_8	<a href="#"><u>Bachelor of Arts (Honours) in Visual Communications</u></a>	8	Group Elective 2