

Module Title	Digital Design Fundamentals
Programme(s)/Course	BA (Hons) Digital Design
Level	4
Semester	1
Ref No:	CRT_4_DDF
Credit Value	20 CAT Points
Student Study hours	Total hours: 200 Contact hours: 48 Student-managed learning hours: 152
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Module Coordinator	Andy Lemon
Parent School	Arts and Creative Industries
Parent Course	BA (Hons) Digital Design
JACS Code	
Description	This module introduces students to the fundamentals of digital media through digital image manipulation, writing and audio practices. They are encouraged to develop a critical awareness of how images carry meaning, explore the relationship between word and image and learn about the expressive power of sound. The module offers students the opportunity to communicate their ideas and express themselves by undertaking a series of set briefs in which they experiment with digital image acquisition and audio capture, editing, composition/design, creative photo manipulation, audio manipulation and syncing. The set briefs also act as a technical introduction to understanding and handling digital media (working with digital libraries, differing file formats, resolution and compression, etc.) and an induction to the range of technologies available for producing digital media. The module allows year 1 students a good solid grasp of digital editing software and a foundation in understanding workflow in digital design projects, as an introduction to modules in semester 2 and years 2 and 3
Aims	The aims of this module are to: <ul style="list-style-type: none"> • Gain an understanding of digital media fundamentals as they apply to digital imaging, writing and audio practices • Deliver a strong foundation in editing skills using industry standard tools

	<ul style="list-style-type: none"> • Introduce students to the critical frameworks that surround the production of digital images and audio work • Encourage students to creatively apply conceptual, technical and practical skills in the production of photo-based imagery and audio productions • Introduce research and time management skills in relation to developing practical work
Learning outcomes	<p>At the end of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Develop a concept from an idea into visual, written or audio forms of digital media for presentation/display. 2. Experiment with creative techniques and properties of different software and hardware to a practical outcome. 3. Research, identify and explain how relevant practitioners (or professional work) have influenced their approach to the practical briefs. 4. Demonstrate skills in self-directed learning and time management through the production of small-scale practical projects to set deadlines. 5. Effective use of industry standard editing tools at level 4
Assessment Criteria linked to (LO)	<ol style="list-style-type: none"> 1. Effective communication of ideas through the use of appropriate image making, text-based, and audio production techniques (LO1, LO2). 2. Production values in the technologies and applications used in the production digital media: images and audio (LO2). 3. Evidence of research and experimentation in support of a variety of image making and audio productions (LO1, LO2, LO3). 4. Application of project management and planning, taking into consideration task duration, quality, technical and resource constraints (LO1, LO2, LO4).
Employability	<p>This module addresses key conceptual, technical and transferable skills that are central for digital design practitioners working in the arts and creative media industries; these include design, creative conception, image manipulation, editing and digital capture. In addition, the module also introduces students to professional skills in working to given briefs, foundation media editing skills, alongside research and time management skills useful for industry.</p>
Teaching & Learning Pattern	<p>The module is taught over 12 weeks as a series of contextual seminars, practical and computer-based workshops, student presentations, and group critiques.</p>
Indicative content	<p>The module will include the following areas:</p> <ul style="list-style-type: none"> • The critical examination of professional work in a range of digital media contexts • Understanding concepts of framing and composition, light, and time • Methods of digital image and audio capture, editing and composition, and techniques for retouching and creative manipulation

	<ul style="list-style-type: none"> • Developing and researching ideas in practice based work • Presentation and discussion of work in progress
Assessment method	<p>Formative Assessment:</p> <ul style="list-style-type: none"> • Presentation/display of work-in-progress <p>Coursework 1: Digital Media Portfolio (100%)</p> <p>Summative Assessment:</p> <ul style="list-style-type: none"> • A series of small-scale practical projects in image making, text-based and audio projects in response to set briefs • Supporting material including evidence of research and evaluation <p>All components of assessment need to be submitted in order to pass the module.</p>
Indicative Reading	<p>Core Reading:</p> <p>1x.com (2012) <i>Photo Inspiration: Secrets Behind Stunning Images</i>, Indianapolis: John Wiley & Sons.</p> <p>Crow, David (2010) <i>Visible Signs: An Introduction to Semiotics in the Visual Arts</i>, 2nd ed. AVA Publishing.</p> <p>Kelby, Scott (2013) <i>The Adobe Photoshop book for digital photographers for versions CS6 and CC</i>, Berkeley, CA: New Riders.</p> <p>Nyre, L. (2008) <i>Sound Media: From Live Journalism to Music Recording</i>, London: Routledge.</p> <p>Roberts-Breslin, J. (2011) <i>Making Media: Foundations of Sound and Image Production</i>, 3rd Ed., Oxford: Focal Press.</p> <p>Optional Reading:</p> <p>Ades, D. (1986) <i>Photomontage</i>, London Thames and Hudson.</p> <p>Barthes, R. (2007) <i>Image, Music, Text</i>, London: Fontana Press</p> <p>Beauchamp, R. (2013) <i>Designing Sound for Animation</i>, 2nd Ed., Oxford: Focal Press.</p> <p>Beech, D., Harrison, C. and Hill, W. (2009) <i>Art and Text</i>, 2nd Edition, London: Black Dog Publishing.</p> <p>Eismann, K., Duggan, S., and Porto, J. (2013) <i>Photoshop Masking & Compositing</i>, Berkley, 2nd Ed., California: New Riders.</p> <p>Eismann, K. and Duggan, S. (2008) <i>The Creative Digital Darkroom</i>, Beijing; Sebastopol, CA: O'Reilly.</p> <p>Fineman, M. (2012) <i>Faking it: Manipulated Photography Before Photoshop</i>, Yale University Press.</p> <p>Fletcher, Alan (2001) <i>The Art of Looking Sideways</i>, London; New York: Phaidon Press Ltd.</p> <p>Fox, A. and Caruana, N. (2012) <i>Behind the Image: Research in Photography</i>, London: AVA academia.</p> <p>Geoghegan, Michael W. and Klass, Dan (2007) <i>Podcast Solutions: The Complete Guide to Audio and Video Podcasting</i>, Berkeley, CA: Friends of Ed.</p> <p>Huggins, B. (2004) <i>Surreal Digital Photography</i>, Lewes: Ilex</p> <p>Mitchell, W.J.T. (1995) <i>Picture Theory: Essays on Verbal and Visual Representation</i>, Chicago: University of Chicago Press.</p> <p>Rose, J. (2008) <i>Producing Great Sound for Film and Video</i>, 3rd Ed.,</p>

	<p>Burlington, MA: Elsevier, Focal Press. Stoneman, R. (2013) <i>Seeing is Believing: The Politics of the Visual</i>, London: Black Dog Publishing. Sturken, M. and Cartwright L. (2009) <i>Practices of Looking: An Introduction to Visual Culture</i>, 2nd ed., New York: Oxford University Press.</p>
<p>Other Learning Resources</p>	<p>University Virtual Learning Environment: PowerPoint slide presentations, the module guide and other relevant materials are available through Moodle, along with links to relevant websites.</p> <p>Image Composition: http://www.digital-photo-secrets.com/tip/3372/18-composition-rules-for-photos-that-shine/ http://www.graphics.com/article-old/layout-composition-proportion-and-consistency</p> <p>PhotoShop/Photo Manipulation: http://www.photoshopessentials.com - PhotoShop Essentials tutorials http://www.photoshop.com/tutorials - PhotoShop tutorials</p>