

Module	Introduction to Digital Media
Course code	BAJH-IDM
Credits	5
Allocation of marks	100% continuous assessment

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Competently use a variety of software tools to produce digital and online media projects.
2. Evaluate and discuss the characteristics of digitally produced media.
3. Create and manage digital media content.
4. Understand and competently apply design principles in digital print production.

Module Objectives

The module is designed to introduce learners to diverse world of digital media. In order to produce content, learners initially analyse the medium itself and assess the characteristics of contemporary journalism. Learners examine the way in which web writers orient readers and communicate to their audience. Using material filed for a television clip, a radio report, and a traditional print article, learners assemble packages in the production of a multimedia web piece. Learners are introduced to techniques and principles of modern print production and begin to develop skills in the relevant software.

Module Aims

This module aims to:

2. Familiarise learners with the technology used in the communications industry.
3. Develop learners' confidence in the use of media technology to produce work to a high standard.
4. Develop learners' ability to analyse and evaluate existing media products.

Module Curriculum

Indicative Syllabus

Content Analysis

Where does online information come from and can we trust it? Assessing online media sources: authority, accuracy, objectivity, currency, coverage. Web habits: how do we search and interact with the internet. Organisation of writing for the web: chunks, bullets and blocks

Digital Print Production

Efficient delivery of information through publication design. The manner in which digital production tools have changed the world of publishing. Introduction to contemporary page

layout software: adding text and pictures to produce simple page designs. Formatting text and web pages. Design basics for print publications.

Input, output, response

Communication as a process; from information gathering to writing, uploading, editing, and commenting. Using words, pictures, sound and interaction, layering information Presentation and design as a communication tool.