

Module Specification

Module Summary Information

1	Module Title	Multimedia Design and Graphics
2	Module Credits	20
3	Module Level	4
4	Module Code	DIG 4170

5	Module Overview
<p>The ability to communicate visually is a fundamental and essential foundation within media disciplines; and is the cornerstone of modern visual media production.</p> <p>This module aims to develop visual communication skills, introducing the student to core concepts and skills such as design conceptualisation, development and documentation, photography, image manipulation, visual promotion, and 2d animation.</p> <p>As well as developing technical skills, the module aims to provide you with experience of professional approaches to visual problem solving, collaborative working and methods of creative conceptualisation.</p>	

6	Indicative Content
<p>Design Principles Colour, form, placement, fashion and style, aesthetics in design, typography, colour models, colour harmony vs contrast, placement conventions, rule of thirds, use of designer's grids, graphic fashions and styles, branding and logo design, corporate design principles.</p> <p>Professional Practice Developing a design brief to meet a client's requirements, copyright and legal issues.</p> <p>Creative Process Design conceptualisation, development and documentation. Creative techniques such as mind mapping, creative visualisation, and mood boards.</p> <p>Image Creation and Manipulation Software tools, bitmap graphics, vector graphics, asset capture, image resolution, graphic file types. Image enhancement and montaging.</p> <p>Digital Imaging Camera function, types of digital camera. Shutter and speed priorities. Image composition, lighting, ISO.</p> <p>Animation Principles and techniques of 2D animation; storyboards, timing, motion and shape tweening, motion guides, onion skinning, inverse kinematics.</p>	

7		Module Learning Outcomes
		On successful completion of the module, students will be able to:
	1	Demonstrate an understanding of aesthetic principles and conventions in the use of colour, form, placement, fashion and style.
	2	Apply techniques of creative thinking to the design process.
	3	Apply principles and conventions of graphic design and image making in the production of computer generated or mediated artefacts, demonstrating effective use of colour, visual imagery and text.
	4	Use a 2D animation package to produce a multimedia artefact incorporating basic conventions of animation.

8		Module Assessment		
Learning Outcome				
		Coursework	Exam	In-Person
1-4		X		

9		Breakdown Learning and Teaching Activities	
Learning Activities		Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		48	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		12	
Private Study (PS) includes preparation for exams		140	
Total Study Hours:		200	