

Course Code:

TBC

1. Course Title:

Content-S1

2. Academic Session:

2011-2012

3. Level:

Level 7

4. Credits:

20

5. Lead School/Board of Studies:

Non-School Board of Studies

6. Course Contact:

Inga Paterson

7. Course Aims:

To introduce the routine issues and practice required for developing and producing creative content and rich media for distribution across different platforms. In addition, audience engagement and user experience concepts will be established. Students will also develop their creative practice and drawing skills.

8. Intended Learning Outcomes of Course:

By the end of this course students will be able to:

- Summarize and apply routine digital concepts including file formatting, resolution, aspect ratio, frame rates, band-width, content layouts, font manipulation etc
- Illustrate comprehensive observational drawing skills with a variety of media
- Create correctly formatted 2d imagery for at least two different platforms
- Identify examples of cross-platform content and debate why content does or does not engage users
- Demonstrate divergent and convergent thinking skills in the content production process

- Apply research skills in collecting, documenting, visualising, and sketching for concept development
- Deliver a creative and correctly formatted digital solution to a set problem by a specified deadline

9. Indicative Content:

- Theories and terminology relevant to digital content creation
- Application of software in the creation of 2d digital imagery
- Creative and production processes
- Audience engagement and user experience

10. Description of Summative Assessment:

Portfolio Submission

10.1 Please describe the Summative Assessment arrangements:

Summative assessment at end of academic year in the form of coursework submission and end of year presentation

11. Formative Assessment:

Critique, progress review, work in progress presentations

11.1 Please describe the Formative Assessment arrangements:

Formative assessments mid term (terms 1,2 ,3) and end of terms 1 and 2

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

N/A

13. Requirements of Entry:

None

14. Co-requisites:

Computation – S1 and Connectivity - S1

15. Associated Programmes:

BDes (Hons) Digital Culture

16. When Taught:

This course will be delivered in term 1 of Stage 1 and consist of 200 notional learning hours of which 20 will be direct staff contact time.

17. Timetable:

Weekly minimum of 1.33 hours per week over 15 weeks

18. Available to Visiting Students:Yes No **19. Distance Learning:**Yes No **20. Placement:**Yes No **21. Learning and Teaching Methods:**

| Method | Formal Contact Hours | Notional Learning Hours (Including formal contact hours) |
|--------------------------------|----------------------|---|
| Lecture | | |
| Studio | | 40 |
| Seminar/Presentation | 1 | |
| Tutorial | | |
| Workshop | 15 | 30 |
| Laboratory work | | 30 |
| Project work | | 100 |
| Professional Practice | | |
| E-Learning / Distance Learning | | |
| Placement | | |
| Examination | | |
| Essay | | |
| Private Study | Not Applicable | |
| Other (please specify below) | 4 | |
| TOTAL | 20 | 200 |

22. Description of "Other" Teaching and Learning Methods:

Lectures
 Guest lectures
 Webcast lectures
 Directed study
 Problem-based projects
 Practical workshops
 Online video tutorials
 Small group discussions
 Enquiry-led learning

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| 23. Additional Relevant Information: |
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| N/A |
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| 24. Indicative Bibliography: |
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Manovich, L., 2001. *The Language of New Media*. MIT Press

<http://manovich.net/articles/>

Cristiano, G., 2008. *The Storyboard Design Course: The Ultimate Guide for Artists, Directors, Producers and Scriptwriters*. Thames and Hudson

Pipes, A., 2007. *Drawing for Designers: Drawing skills, Concept sketches, Computer systems, Illustration, Tools and materials, Presentations, Production techniques*. Laurence King