

**Course Code:**

TBC

**1. Course Title:**

Content-S2

**2. Academic Session:**

2011-2012

**3. Level:**

Level 8

**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 influential factors in content development and aesthetic components of rich media and screen based imagery. In addition, knowledge and understanding of narrative structure, character development and audience engagement will be extended. Students will also develop their creative practice and software skills in the creation of digital moving image.

**8. Intended Learning Outcomes of Course:**

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

- Apply the core influences, theories and principles of good practice in the creation of screen based digital content
- Use aesthetic components to structure and communicate screen based imagery
- Demonstrate an understanding of contemporary forms of linear and non-linear narrative mechanisms used in digital content
- Demonstrate an understanding of character development and exposition for digital content

- Deliver a piece of correctly formatted digital animation to a set problem by a specified deadline

**9. Indicative Content:**

- Screen based digital content design and creation
- Narrative design and story structure
- Character design
- Application of software in the creation of digital animation

**10. Description of Summative Assessment:**

Portfolio Submission

**10.1 Please describe the Summative Assessment arrangements:**

Summative assessment at the 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:**

NA

**13. Requirements of Entry:**

Content –S1 or equivalent from other institution

**14. Co-requisites:**

Computation – S1 and Connectivity – S2

**15. Associated Programmes:**

BDes (Hons) Digital Culture

**16. When Taught:**

This course will be delivered in term 1 of stage 2 and will comprise 200 learning hours of which 20 will be direct 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	
<b>TOTAL</b>	<b>20</b>	<b>200</b>

**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

**23. Additional Relevant Information:**

N/A

**24. Indicative Bibliography:**

Rose, F., 2011. *The Art of Immersion: How the Digital Generation is Remaking Hollywood, Madison Avenue, and the Way We Tell Stories*. Norton

Block, B., 2008. *The Visual Story: Creating the Visual Structure of Film, TV and Digital Media*. Focal Press

Taylor, A., 2010. *Design Essentials for the Motion Media Artist: A Practical Guide to Principles & Techniques*. Focal Press

Thomas, F., Johnston, O., 1997. *The Illusion of Life: Disney Animation*. Hyperion