

Short Title:	Final Year Project (Phase 1) APPROVED
Full Title:	Final Year Project (Phase 1)
Module Code:	DMED H4012
ECTS credits:	10
NFQ Level:	8
Module Delivered in	2 programme(s)
Module Contributor:	Daniel McSweeney
Module Description:	<p>The final year project is divided into two phases, which aim to provide students with an opportunity to undertake a substantial, individual digital media project and take responsibility for a full project life cycle. The project will enable students to consolidate and further their chosen area of study, and integrate knowledge and skills acquired from other modules that are part of this course. Phase 1 of the project concentrates on • The identification of a field of work • Generation of core ideas and concepts • Review of current work and contemporary practice in the field • Selection of a design methodology/process • Development of a design including a prototype • Evaluation of prototype and design phase prior to commencement of development (phase 2) Specifically this module aims to: • Develop the students ability to generate ideas and concepts • Foster the students ability to critically evaluate their own ideas and concepts through reflection, analysis, peer review and debate. • Develop the students research skills by requiring the student to carry out primary and secondary research through empirical, quantitative and qualitative methods; • Develop the students project management skills by adhering to industry standard project management techniques; • Develop the students ability to make design and implementation decisions with regard to usability, accessibility, scope, compatibility, aesthetics, cost, and technical feasibility;</p>
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Describe the different design and development methodologies which can be applied to creative digital media projects 2. Select an appropriate design and development methodology for a proposed digital media project. 3. Demonstrate an in depth knowledge of the work and practices of contemporary digital media practitioners in related fields. 4. Demonstrate appropriate academic referencing and writing style 5. Select appropriate audio-visual and communication tools to communicate the core aims and objectives of a digital media project 6. Identify appropriate techniques for development and prototyping 7. Plan, undertake and document a substantial project design process to a professional standard 8. Present a project proposal in a professional manner using a range of appropriate communication techniques 9. Identify relevant contemporary practitioners and related works 10. Critically analyse their own ideas and design decisions 11. Develop an effective prototype to assist in the communication of design ideas 12. Describe efficient project workflows that allow project turn around with the most efficient use of time, facilities, equipment, and skills 13. Describe and apply relevant technical and academic findings 14. Describe and reflect on the problems and challenges arising from the design phase of a non-trivial digital media project conducted over a sustained period of time 	

Module Content & Assessment

Indicative Content
<p>Indicative Syllabus There is no formal syllabus since each project will be unique. However, the project should include activities such as the following: 1. Identification of field of interest 2. Generation of core ideas and concepts 3. Project proposal and scope; 4. Feasibility evaluation; 5. Review of relevant research and related works; 6. Outline project plan to include milestones, strategies, task characteristics, task information, risk analysis; 7. Design and prototyping; 8. Presentation of initial designs/prototypes; 9. Testing, evaluation and analysis of prototype effectiveness; 10. Review conclusions and reflections; 11. Preparation of final design; 12. Presentation/demonstration of outputs from phase 1;</p>

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Lab work	Workshops on creative thinking, design methodologies, technical skills.	1,2,6,8	5.00	n/a
Oral Examination/Interview	Initial project pitch	8	5.00	Week 3
Reflective Journal	Inspiration phase. Research into key projects, technologies, practitioners and related works.	1,3,4,5,6,9,10,13,14	35.00	Week 4
Project	Design of prototype	2,6,7,10,11,12,13	20.00	Week 8
Project	Delivery of prototype	2,5,11,12,13	20.00	Sem 1 End
Oral Examination/Interview	Mid semester and end of semester presentations	3,5,12	15.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement
<p>Repeat the module <i>The assessment of this module is inextricably linked to the delivery. The student must reattend the module in its entirety in order to be reassessed.</i></p>

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	1.00
Every Week	12.00

Resources

<i>Recommended Book Resources</i>
<p><i>ITB BA in Digital Media (Hons) Project Team. "BA in Digital Media (Hons) Project Handbook"</i></p> <p>England E. and Finney A. 2002, <i>Managing Multimedia: Project Management for Web and Convergent Media</i>, 3rd Ed., Addison Wesley</p> <p>Hughes B. 2000, <i>Dust or Magic: secrets of successful multimedia design</i>, Addison Wesley</p> <p>England E. 1999, <i>Managing Multimedia: Project Management for Interactive Media</i>, 2nd Ed., Addison Wesley</p>
<i>This module does not have any article/paper resources</i>
<i>This module does not have any other resources</i>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DDMED_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	7	Mandatory
BN_DDMED_B	Bachelor of Arts (Honours) in Creative Digital Media [Add on 60 ECTS credits]	1	Mandatory