

Short Title:	Introduction to Digital Media APPROVED
Full Title:	Introduction to Digital Media
Module Code:	DMED H1029
ECTS credits:	10
NFQ Level:	6
Module Delivered in	2 programme(s)
Module Contributor:	Robert Smith
Module Description:	The purpose of this module is to introduce learners to the Digital Media Industry. It will provide a background context for the production of still image, audio, video and interactive media. In conjunction with providing a contextual background, this module will introduce learners to some of the basic tasks involved in the production of digital media such as image capture, video capture and basic editing, audio capture and basic editing. After completing this module learners will be able to work with a typical digital media production environment and the various peripheral devices they are likely to encounter.
Course Extra Information	Anthony, This module should be on the BN021 and BN112 programmes. Robert
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Define the evolution of various digital media technologies and the role that media has played in society. 2. Describe various multimedia production environments and have a basic working knowledge of the hardware and software tools involved. 3. Capture, digitise and edit various multimedia artefacts such as video, audio and still images. 4. Describe various multimedia formats and file types. 5. Describe basic issues around copyright and ethics with regards to publishing digital content. 	

Module Content & Assessment

Indicative Content
<p>Digital Media Background The history of digital media; The role of digital media in today's society; The career opportunities in the digital media industry.</p>
<p>Basic Computer skills for digital media Using the MAC environment; access to college accounts; access to networked storage areas; use of college email and online learning resources such as MOODLE; management, storage and backup of digital media assets. A basic introduction to digital publishing tools, still images formats and compression;</p>
<p>Digitisation and Analogue to Digital conversion Digitisation issues, sampling rates; limitations of digital conversion; digital conversion processes, analogue and digital formats.</p>
<p>Digital video capture and editing Hardware /software requirements for capturing digital video; features and workings of a modern digital video camcorder, types of storage including DV tapes and hard drive type camcorders; capturing video using a digital camcorder; transfer of raw video to computer via firewire; basic timeline editing techniques; adding titles and simple special effects to video; saving and exporting digital video projects for distribution on DVD or the web. Awareness of issues surrounding the use of digital content for use in different video formats including widescreen, PAL, NTSC, and HD.</p>
<p>Digital audio capture and editing Hardware/software requirements for capturing digital audio; use of MIDI input devices and microphones for capturing digital audio; good microphone techniques; basic audio editing using entry level (consumer) audio editing software; use of multiple tracks for adding sound effects, jingles and background music; saving and exporting digital audio projects for distribution over the web using RSS feeds and iTunes.</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>
Project	Students are asked to create a short movie with still images and a basic audio track using entry level video editing software.	2,3	20.00	n/a
Project	Students are asked to capture sounds and audio effects, edit in an entry level editing package and create a short audio clip.	2,3,5	20.00	n/a
Project	Learners are asked to capture 30-60 minutes of footage on a HD digital video camera. Additional audio material is captured using a stereo digital audio recorder. Learners will then use their video and audio footage to produce a 2-3 minute promo video.	3,5	30.00	n/a
In-class test	An in-class exam aimed at accessing the students knowledge of theoretical topics covered throughout the module.	1,4,5	30.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement
<p>Repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i></p>
<p>Reassessment Description Learners are asked to carry out a project during the summer months</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	2.00
Every Week	4.00
Every Week	7.33

Resources
<i>Recommended Book Resources</i>
<p>Gorham Kindem, Robert B. Musburger PhD 2009, <i>Introduction to Media Production: The Path to Digital Media Production</i>, 4 Ed., Focal Press [ISBN: 978-024081082]</p> <p>Tony Feldman, <i>An introduction to digital media</i> [ISBN: 978-041515108]</p>
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p>Website: 2015Lynda.com http://www.lynda.com</p>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DDME8_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	1	Mandatory
BN_DDME8_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	1	Mandatory