

Short Title:	Work Experience APPROVED
Full Title:	Work Experience
Module Code:	DMED H3028
ECTS credits:	20
NFQ Level:	7
Module Delivered in	2 programme(s)
Module Contributor:	Hugh McCabe
Module Description:	The work experience module is aimed at providing learners with experience of a structured professional digital media workplace. Learners will gain first hand experience of the business or organisation they are placed in, become fully involved in a range of digital media related activities, and gain practical experience of the application of knowledge in a professional setting.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Identify key roles within a digital media production organisation. 2. Describe the interaction between clients, end-users and developers of digital media systems with due regard to client requirements, design briefs, development processes and handover of deliverables. 3. Evaluate and participate in project workflows for facilitating efficient project turn around and appropriate use of time, facilities, equipment and skills. 4. Identify, evaluate and use tools, technologies, media assets and production techniques that are appropriate for given projects and desired outcomes. 5. Demonstrate reflective self-directed learning acquired during work experience by means of production of deliverables such as reflective journals, reports and media assets. 6. Create appropriate digital media assets, content and deliverables that meet requirements. 	

Module Content & Assessment

Indicative Content

Overview

The work experience module involves the placement of the student in a structured professional digital media working environment. This is an integral aspect of preparing students for a career in the digital media industry and gives them an opportunity to reflect on and test out the link between theory and practice. The work experience is designed to facilitate the development of skills required for professional practice and to help the students identify future career directions. A key aspect is the acquisition of workplace skills gained through the experience of working in a professional setting.

Schedule

The work experience is completed in the second semester and the students are required to complete a placement of 12 weeks in duration with each week comprising of 4 days of work. A different arrangement that amounts to the same amount of completed time can be put in place subject to the agreement of the work placement organisation and the academic team.

Aims and Objectives

The work experience module aims to help the learner to develop work methods and discipline and provides learners with an opportunity to develop a range of personal skills and attributes, which will benefit them in their future digital media career. For learners who may have already worked in the digital media field, placements will provide them with an opportunity to re-evaluate their practice with the benefit of theoretical knowledge gained on the course. Specifically the work experience will: - provide students with the opportunity to participate, under supervision, in the operations of a company or organisation involved in digital media - give students experience of a professional working environment - provide students with the opportunity to apply best industry practice to real life digital media production - give students the opportunity to apply theoretical knowledge gained during their programme of study - facilitate the refinement and practice of digital media skills - assist the student in determining their preferred area of professional practice

Placement Organisations

Placement organisations should be reputable practitioners or well-established businesses within one or more of the different digital media sectors, for example: web design and development, film/video production, online retailing, multimedia production, digital marketing, audio production, social media, e-learning etc. The placement organisation is expected to be able to provide an appropriate of mentoring and support for the student and to nominate a work placement supervisor who will supervise the student during their work experience, provide appropriate feedback to ITB, and to act as a point of contact with the academic team. The supervisor will discuss the student's learning and personal goals with them, assign appropriate work to the student, and direct and instruct them on an ongoing basis throughout the course of the placement. A suitable workspace and all necessary equipment should be provided by the work placement organisation. The student should expect to be working as part of a team and is expected to take direction and follow instruction. All placement organisation must be approved in advance in order to ensure the appropriate infrastructure for supporting the student is in place.

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Reflective Journal	Students write a weekly reflective journal on their work placement experience.	1,2,4,5	20.00	n/a
Written Report	A substantial written report on the work experience.	1,2,3,4,5	35.00	n/a
Case study	Performance Evaluation	1,2,3,4	15.00	n/a
Presentation	Students present on their work experience at the end of the process.	1,2	15.00	n/a
Portfolio	Students are required to produce a portfolio of work that is created during their work experience.	4,5,6	15.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement
<p>Repeat the module 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.</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	384.00
Every Week	40.00

Resources
<i>This module does not have any book resources</i>
<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_DDME8_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	6	Elective
BN_DDME8_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	6	Elective