

Short Title:	Professional Project APPROVED
Full Title:	Professional Project
Module Code:	DMED H3029
ECTS credits:	10
NFQ Level:	7
Module Delivered in	2 programme(s)
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Module Description:	The purpose of this module is to give students experience of carrying out a substantial industry-oriented digital media project. This requires the students to take responsibility for an entire project life-cycle and to produce an agreed set of deliverables for an external client. The project enables learners to gain practical experience of the application of knowledge in a professional setting, to integrate knowledge and skills acquired from all parts of the degree, and to provide a context within which to further develop their professional practice.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Plan, design, undertake and document a substantial industry-oriented project to a professional standard. 2. Manage the interaction with a client across all stages of the project lifecycle including requirements, design briefs, development processes and handover of deliverables. 3. Identify, evaluate and use tools, technologies, media assets and production techniques that are appropriate for given projects and desired outcomes. 4. Demonstrate reflective self-directed learning acquired during the project by means of production of deliverables such as reflective journals, reports and media assets. 5. Produce and present a finished deliverable that meets client requirements. 	

Module Content & Assessment

Indicative Content

Indicative Syllabus

There is no formal syllabus since each project will be unique. Since the purpose of this project is to give the students experience of conducting an industry-oriented professional project, project ideas are generated by external clients who act as sponsors for projects and as clients should their particular projects be undertaken by students. Examples of such sponsors would be digital media companies, individuals or small businesses seeking to have digital media work done, voluntary groups or charities, or other departments within ITB. Examples of the sort of projects that would be deemed suitable would be: a set of promotional videos for a business; a new website for an organisation; design and implementation of a digital marketing strategy for a start-up company. All project ideas are vetted by the academic team and the sponsor must commit to engaging fully with all stages of the project process in close collaboration and consultation with both the student and the academic team.

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 documenting the progress of the project.	1,2,3,4	15.00	n/a
Written Report	A project plan that has been produced based on consultation with the client and specifies requirements, work packages, chosen technologies, timescales and so on.	1,2,3	10.00	n/a
Project	A final deliverable that meets client requirements.	1,3,5	45.00	n/a
Presentation	Presentation of final project.	1,2,3,4,5	10.00	n/a
Written Report	Students produce a substantial written report that describes the entire project lifecycle.	1,2,3,4	20.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement

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.

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	200.00

Resources
<i>Recommended Book Resources</i>
<p>Elaine England and Andy Finney 2007, <i>Managing Interactive Media: Project Management for Web and Digital Media</i></p> <p>Nancy Lyons and Meghan Wilker 2012, <i>Interactive Project Management: Pixels, People, and Process</i></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]	6	Elective
BN_DDMED_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	6	Elective