APPROVED

Awards
Bachelor of Arts (Honours)

Programme Code:	BN_DDMED_8	Mode of Delivery:	Full Time	No. of Semesters:	8

NFQ Level:	8

Institute Code:	TU981

Department:	Creative Digital Media

Programme Extra Information:	(Pre TU Dublin Code – BN112) 30 Credits to be taken in Semester 6

Programme Outcomes

On successful completion of this programme the learner will be able to :

PO1		Knowledge - Breadth
	(a)	They will learn and be able to demonstrate understanding of the technologies and the systems underpinning their use for generating digital media assets and combining with appropriate delivery platforms to create Digital Media systems.
	(b)	The graduate will also be able to assess and critique the influence of new and specifically Digital Media on our society and culture, understanding it both as part of our societal discourse and an instrument for that discourse which affects how it is carried out.
	(c)	Manage and apply the design process in the development of a Digital Media artefact. In particular, define a project and manage a planned implementation of a design, utilising the resources necessary, within a realistic time scale.
	(d)	They will learn and be able to demonstrate knowledge of the legal and ethical issues around the delivery of media content, including materiel that may have been developed by others and the impact any content may have on sections of society.
	(e)	Implement a design solution within a specified time frame, taking account of safety, ethical, environmental and risk assessment issues.
	(f)	Manage the planning and budgeting of tasks and resources; and manage continuous quality improvement, including development and training of personnel.
	(g)	Recognise the need for research in order to employ new ICT solutions, or advance the state of knowledge.
	(h)	Present project reports which include data collections, analysis and critical discussion of the outcome
PO2		Knowledge - Kind
	(a)	The successful graduate will also be able to demonstrate strategic technical knowledge, critical skills, abilities, and attitudes to be effective in a future changing world.
	(b)	They should be adaptable, flexible, and confident graduates who can deal effectively with change and fit rapidly into the workplace.
	(c)	They will possess a detailed knowledge on which to build in this era of life-long learning, and demonstrate the critical skills to identify knowledge gaps and fill them through effectively targeted continuing profession development.
	(d)	As they progress through the course the student will study and learn the inherent assumptions involved in the design criteria used in the media in general and Digital Media in particular, and the range of applicability of specific design principles, together with their potential for development.
	(e)	The graduate should be able to argue the need for, and apply the critical understanding of application of Universal Design principles in a world of increasing diversity. They should be able to argue and demonstrate that this is no longer a 'first design for typical users" and then 'adapt for users with special needs' world, but rather from the first stages of a project to design for the widest practically possible range of users.
	(f)	The successful graduate will also be able to evaluate software and hardware used in the construction of digital media assets and their distribution for their advantages and limitations and their range of applicability, and to keep abreast of current usages and standards in the industry, including the new technologies shaping the evolution of Digital Media and their interaction with traditional media forms.

	(g)	They will be able to describe and apply knowledge and understanding of a wide range of topics used for the development of Digital Media assets, including the capture of sound, still images and video and their manipulation in the digital realm, the synthesis of audio content, the development and manipulation of 3D images and environments and animation.
	(h)	They will have a substantial knowledge of intellectual property issues, and be able to argue the applicability of such knowledge to specific real world situations.
PO3	Skill - Range	
	(a)	Be able to harness their own creativity and enhance and develop the creativity of others.
	(b)	Assess and critique the influence of new and specifically Digital Media on our society and culture, understanding it both as part of our societal discourse and an instrument for that discourse which affects how it is carried out.
	(c)	Analyse and present the ethical issues, along with any likely social impact, associated with a particular brief, in their own professional practice and that of others.
	(d)	Select and use an appropriate technology to meet a stated need in a customer brief, in particular, specify the ICT demands appropriate for Digital Media projects.
	(e)	Incorporate business considerations into design solutions.
	(f)	Undertake appropriate research to develop Digital Media solutions, in particular to advance their state of knowledge.
	(g)	Identify, classify and describe digital media systems.
	(h)	Make observations of product performance and from this, communicate recommendations to both technical and non-technical personnel.
	(i)	Design and implement usable websites.
	(j)	Construct 2D and 3D animations
	(k)	Generate digital objects, such as images, video, audio and animations of a high aesthetic quality.
	(l)	Use appropriate software to create and edit digital assets.
	(m)	Operate digital cameras and obtain optimal exposures in a number of difficult situations such as low light conditions
	(n)	Deal with a variety of compression formats taking into account specific requirements as regards quality, file size and tonal range;
	(o)	Identify unwanted digital anomalies and use industry standard tools and technologies to remove same.
PO4	Skill - Selectivity	
	(a)	The graduate should have the ability to decide between competing technologies, including in situations of limited means. More generally, they will be able to analyse quantitative and qualitative information on a variety of areas pertaining to planning and decision making processes. Case studies in industry related modules will have shown the students the variety and range of challenges facing the Industry today, and they will have taken from this the need for decision making in contexts of incomplete information.

	(b)	They should be able to assess the feasibility of customer requirements, in terms of product, cost and time-scale, being met. Within this context, they will be able to develop a solution from an idea.
	(c)	The graduate will have acquired a thorough knowledge of product lifecycle and development, project management and related topics sufficient to prepare project specifications and to overcome potential impediments to good design solutions to client problems.
	(d)	The graduates of this course should be aware of business and commercial opportunities as they come to light, and may choose to develop and launch their own enterprises, as an alternative to working within larger concerns and Multinational corporations. They will therefore carry a significant knowledge of Entrepreneurships and Intra-preneurship.
	(e)	A graduate working in the Industry must effectively respond to current practice and policy issues relevant to intellectual property issues, the current social and legal concerns of our wider society concerning the Internet and other media.
PO5	Competence - Context	
	(a)	Locating information in discipline specific resources, evaluating that information, and synthesising it to demonstrate responsibility for his / her learning.
	(b)	Analysing communication, identifying the key argument or rhetorical structure (whether tacit or explicit), and evaluating it through reinterpretation.
	(c)	Recognising and analysing problems and developing and implementing research plans to diagnose and resolve those problems.
	(d)	Taking a global view of a given question and applying interdisciplinary knowledge and skills to develop and organise resources needed to solve real-world problems.
	(e)	The individual Final Year Project requires students must choose the appropriate skill sets to conduct research, apply critical evaluation and formulate relevant opinions and solutions. To complete these projects students must draw on the technical, design, planning and organisational skills gained during this programme.
PO6	Competence - Role	
	(a)	They will demonstrate responsibility for establishing goals in the development of complex Digital Media artefacts in response to client briefs, as part of a wider acceptance of the need for the highest standards of professional practice.
	(b)	They will facilitate environments where they themselves and other team members can tap into their creative sources and energy, thus stimulating the production of dynamic and vibrant solutions to briefs, and contributing to the dynamism of the Digital Media Industry. This will be possible by replying on clear articulation of ideas and presentation to peer groups and other colleagues.
	(c)	They will be able to facilitate effective group performance in the workplace at individual and team levels, including the organisational, legal and policy contexts. This will be achieved by the development of their interpersonal skills and communication abilities as outlined in previous sections. These skills will allow them to provide responsible direction to themselves and their colleagues through intelligent risk-taking and insightful attention to human perceptions and resources.
	(d)	They will show leadership in multi-disciplinary group processes, strategic planning, cohesive teamwork, and conflict resolution in a personal and professional context; a vital part of this will be their ability to behave professionally and be aware of the responsibilities associated with working in and contributing to a multi-disciplinary team.
	(e)	Finally they will demonstrate a comprehensive understanding of working in partnership while at the same time synthesizing skills necessary for critical thinking and self-reflection.
PO7	Competence - Learning to Learn	

	(a)	To successfully complete the programme a student will have to demonstrate effective self-management in terms of time, planning and behaviour, motivation, personal initiative and enterprise, ethical standards and professionalism.
	(b)	They will have to cultivate an appetite for reflective, adaptive and collaborative learning and the ability to cope with a range of learning challenges and scenarios. This will lead them to identify gaps in personal knowledge, understanding and skills and identify appropriate means, in particular independent research, to gain these attributes.
	(c)	They will accept responsibly for and learn from unsuccessful outcomes in their working life, and take on responsibility for addressing gaps in their own knowledge, thus increasing their ability to adapt to change.
	(d)	They should acquire a holistic view of the Digital Media Industry as an intellectual environment and as an industry, derived from a variety of learning sources and formats including independent study and guided learning.
PO8	Competence - Insight	
	(a)	Demonstrate an awareness of the interests of a wide variety of stakeholders in the Digital media industry.
	(b)	Understand the need to perform ethically and in a socially conscious manner in the fulfilment of their responsibilities as part of this industry.
	(c)	Form a view and contribute to the development of the role of Digital Media in the wider society.
	(d)	Appreciate the limitations of their own knowledge, skills and competence.

Semester Schedules

Stage 1 / Semester 1

Mandatory	
Module Code	**Module Title**
DMED H1012	Personal Development
DMED H1013	Web Development 1
DMED H1021	Visual Creativity
DMED H1022	Digital Photography
DMED H1029	Introduction to Digital Media

Stage 1 / Semester 2

Mandatory	
Module Code	**Module Title**
DMED H1018	Web Development 2
DMED H1025	Design Process & Practice
DMED H1026	Universal Design
DMED H1030	Storytelling & Narrative
DMED H1031	Studio Photography & Image Production

Stage 2 / Semester 1

Mandatory	
Module Code	**Module Title**
DMED H2013	Website Design 1
DMED H2023	Multimedia Development 1
DMED H2029	Visual Design Fundamentals
DMED H2030	Group Project (Phase 1)
DMED H2033	Digital Video Techniques

Stage 2 / Semester 2

Mandatory	
Module Code	**Module Title**
DMED H2018	Website Design 2
DMED H2026	Digital Audio
DMED H2028	Multimedia Development 2
DMED H2031	Group Project (Phase 2)
DMED H2032	Documentary Filmmaking

Stage 3 / Semester 1

Mandatory	
Module Code	**Module Title**
DMED H3016	Sound Design
DMED H3018	Content Management Systems
DMED H3022	Professional Practice
DMED H3025	Brand Identity Design
DMED H3026	Drama Filmmaking
DMED H3027	Digital Media within Society

Stage 3 / Semester 2

Elective	
Module Code	**Module Title**
DMED H3028	Work Experience
DMED H3029	Professional Project
DMED H3030	3D Environments
DMED H3031	Digital Marketing

Stage 4 / Semester 1

Mandatory	
Module Code	**Module Title**
DMED H4012	Final Year Project (Phase 1)
DMED H4016	Critical Theory
DMED H4025	Creative Practice
DMED H4026	Professional Digital Video
DMED H4027	Application Design & Development

Stage 4 / Semester 2

Mandatory	
Module Code	**Module Title**
DMED H4022	Advanced Post Production
DMED H4024	Final Year Project (Phase 2)
DMED H4028	User Experience Design
DMED H4029	Culture, Media and Technology