APPROVED

Awards
Bachelor of Arts

Programme Code:	BN_DDMED_7	Mode of Delivery:	Full Time	No. of Semesters:	6

NFQ Level:	7

Programme Credits:	180

Institute Code:	TU796

Department:	Creative Digital Media

Programme Extra Information:	(Pre TU Dublin Code - BN021) 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)	During the course of the programme, the student will be specifically exposed to the working of the Digital Media Industry. They will see current work done by practitioners in the field, each instance appropriate to their stage of learning. The student will thereby gain a substantial knowledge of the breadth of contemporary digital media work. Within the programme structure, the student will acquire a sophisticated understanding of the range of concepts that underpin both the practical technologies and skills and the theoretical aspects of Digital Media systems and design. This will include the following examples. • They will have a sufficient 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. • The graduate will also be able to assess and critique those Digital Media assets and systems they and others have produced, in the context of wider society. • Apply good working practices, to the design process in the development of a Digital Media artefact, by planned implementation of a design, utilising the resources necessary, within a realistic time scale. In the context of the situations encountered in the Digital Media field, they will be able to: • implement a design solution within a specified time frame, taking account of safety, environmental and risk assessment issues. • manage the planning and budgeting of tasks and resources; and manage continuous quality improvement, including development and training of personnel. • recognise the need for up-to-date knowledge of new ICT solutions and ongoing research to advance the state of knowledge.
PO2		Knowledge - Kind
	(a)	On successful completion of the programme the graduate will demonstrate a depth of knowledge and understanding of current best practice in the specialised areas studied on the course. They will be made aware of the boundaries of their existing knowledge and the need to continuously improve their knowledge, skill and competence in order to be at the forefront of Digital Media as an area of study. This will be achieved by integrating individual and group reflective analysis into each of the programme modules as the programme is delivered. The graduate must also be capable of integrating the knowledge gained from the thematic areas outlined above. Many of the modules in the programme will be portfolio based; the student will be creating, developing and manipulating media assets, and will develop a portfolio of work in each year. Finally this skill of integration will be instilled in the project module in the second year and the work placement in third year. The students work will be judged throughout the degree by both technical and aesthetic criteria. Further areas of knowledge are noted here: • The successful graduate will also be able to demonstrate technical knowledge and critical design skills together with the attitudes needed to be effective in the industry. • They should be adaptable, flexible, and confident graduates who can deal effectively with change and fit rapidly into the workplace. • 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. • 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. • They will have a detailed 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 2D images and environments and animation.
PO3		Skill - Range
	(a)	For a student to complete this academic programme successfully, they must clearly master the skills acquired in the four themes of the programme outlined above; • Professional Practice and Personal Development • Design & Content • Digital Media for the Web • Technology Skills The graduates must have acquired the technical skills to develop a Digital media Asset of whatever nature, or at least understand this process, should they not be among the development 'coalface' team. Students learn the skills to critically evaluate client briefs and then to design and implement technological solutions to these problems. They must be able to draw up a plan for the development of such a product and understand the individual and organisational steps that must be taken implementing it. They must develop ideas for the design brief, and for the required digital media assets, and develop these to accessible outcomes. Finally they must be able to assess whether an artefact produced by themselves or a team they are working in has the necessary design features and meets the highest professional standards. The successful graduate will also be able to: • Be able to harness their own creativity and enhance and develop the creativity of others. • 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. • Incorporate business considerations into design solutions. • Undertake appropriate research to develop Digital Media solutions, in particular to advance their state of knowledge. • Identify, classify and describe digital media systems. • Make observations of product performance and from this, communicate recommendations to both technical and non-technical personnel. • Design and implement usable websites. • Construct 2D and 3D animations • Generate digital objects, such as images, video, audio and animations of a high aesthetic quality. • Use appropriate software to create and edit digital assets. • Operate digital cameras and obtain optimal exposures in a number of difficult situations such as low light conditions • Deal with a variety of compression formats taking into account specific requirements as regards quality, file size and tonal range; • Identify unwanted digital anomalies and use industry standard tools and technologies to remove same.
PO4		Skill - Selectivity

	(a)	Working in the Digital Media Industry will require a graduate of this programme to be able to critically analyse client design requirements, technical specifications and limitations and the consequential impact on proposed projects. Therefore, graduates must have a capacity to exercise the appropriate level of judgement in many areas. On successful completion of the programme students will have developed the ability of critical analysis and will exhibit the conceptual and practical ability to tackle cross-functional, multi-functional and specialist Digital Media decision making in a coherent and logical manner. In so doing the student will be able to apply cognitive skills of critical thinking, synthesis, and professional judgement. This will include the following points. • The graduate should have the ability to decide between competing technologies, including in situations of limited means. Within this context, they will be able to develop an idea and then develop a solution from this idea, selecting the nest Digital media content and systems to suit the client brief. • More generally, they will be able to analyse quantitative and qualitative information on a variety of areas pertaining to planning and decision making processes. They will be able to engage in critical debate over design solutions, the technical elements discussed in the previous point, and the suitability from a management context. • They should be able to assess the feasibility of customer requirements, in terms of product, cost and time-scale, being met. • 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.
PO5	Competence - Context	
	(a)	The graduates of the proposed programme will demonstrate competencies in a number of key areas. They will be capable of: • Investigating and analysing the content of traditional and Digital Media for its visual and aural languages, its suitability for the client brief, and, following this process, developing new ideas and information in this context. • Analysing communication, identifying the key argument and presenting these ideas with clarity. • Recognising and analysing problems and developing and implementing research plans to diagnose and resolve those problems. • 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.
PO6	Competence - Role	
	(a)	Graduates who have successfully completed the Bachelor of Arts in Digital Media will have the competency to accept accountability for determining and achieving personal and group outcomes. They will demonstrate the capacity to take significant responsibility and supervision for the work of others in specialised areas of work or study. These learning outcomes will be measured by the abilities outlined here. • 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. • 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. • They will be able to facilitate effective group performance in the workplace at individual team and organisational levels. 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 good business practice. • They will behave professionally and be aware of the responsibilities associated with working in and contributing to a multi-disciplinary team. • 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)	Over the course of the programme students will be required to take ownership for their course work and behaviour. A learning culture of academic integrity and high ethical standards is cultivated and promoted. In this context, the student will learn to research the limitations of their own knowledge and then address the results of these findings in a form to facilitate reflective evaluation and decision-making. They will require the following competencies. • To successfully complete the programme a student will have to demonstrate effective self-management in terms of time, setting of goals, planning and behaviour, motivation, personal initiative and enterprise, ethical standards and professionalism. • They will undertake continuing professional development to stay at the forefront of their own specialisation and area of practice. • 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 to gain these attributes. • 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. • 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)	The technical-oriented modules will enable students to understand the specific requirements of sectors of the technology industries. The project module, the semester of work experience and other work-related modules ensure that students understand the stakeholders and communities associated with the Digital Media industry and are also able to manage the environment and relationships encountered in working in this industry. Therefore on completion of the programme of study the student will be able to: • Demonstrate an awareness of the interests of a wide variety of stakeholders in the Digital Media industry. • Understand the need to perform ethically and in a socially conscious manner in the fulfilment of their responsibilities as part of this industry. • Form a view and contribute to debate on the development of Digital Media. Graduates of the programme will demonstrate a range of interpersonal skills, and adaptive capabilities thus enabling them to thrive in the fluidity and dynamism of the modern, evolving, Digital Media environment. They will also exhibit self awareness and openness to the opinions and ideas of others.

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