# ROBERT GORDON UNIVERSITY ABERDEEN

**This Version is No Longer Current**
The latest version of this module is available here

## MODULE DESCRIPTOR

### Module Title

Digital Production Tools And Techniques

| | | | |
|---|---|---|---|
| Reference | BSM727 | Version | 2 |
| Created | April 2017 | SCQF Level | SCQF 11 |
| Approved | June 2018 | SCQF Points | 30 |
| Amended | August 2017 | ECTS Points | 15 |

### Aims of Module

To enable students to design, develop and deliver a client-focused digital media project. Students will develop skills and knowledge relating to current digital production tools and techniques, allowing them to manage and produce a range of digital media in a marketing context. Students will work both individually and in teams identifying appropriate digital marketing strategies, selecting technologies to meet client needs and delivering campaigns to a professional standard.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

| | |
|---|---|
| 1 | Critically evaluate a range of digital media technologies and approaches, determine the benefits and limitations of each and the contexts they could be applied. |
| 2 | Apply appropriate digital media tools and technologies in response to client needs. |
| 3 | Determine and implement methods of evaluation of digital media projects and campaigns. |

### Indicative Module Content

Understanding digital culture, digital marketing, digital strategy, audio visual production (audio recording and editing, camera work, video editing, motion graphics, animation, live streaming) web design, interactive application development, SEO, project management, tangible interfaces, internet of things, sensors and microcontollers.

### Module Delivery

The module is delivered via online exercises, workshops, industry speakers, case studies, group work and lab tutorials.

## Indicative Student Workload

| | Full Time | Part Time |
| --- | --- | --- |
| Contact Hours | 72 | 72 |
| Non-Contact Hours | 228 | 228 |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 300 | 300 |
| *Actual Placement hours for professional, statutory or regulatory body* | | |

## ASSESSMENT PLAN

*If a major/minor model is used and box is ticked, % weightings below are indicative only.*

### Component 1

| Type: | Coursework | Weighting: | 100% | Outcomes Assessed: | 1, 2, 3 |
| --- | --- | --- | --- | --- | --- |
| Description: | Individual Portfolio Assessment | | | | |

## MODULE PERFORMANCE DESCRIPTOR

### Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

| Module Grade | Minimum Requirements to achieve Module Grade: |
| --- | --- |
| **A** | 70% or above |
| **B** | 60% - 70% |
| **C** | 50% - 59% |
| **D** | 40% - 49% |
| **E** | 35% - 39% |
| **F** | 0% - 34% |
| **NS** | Non-submission of work by published deadline or non-attendance for examination |

## Module Requirements

| Prerequisites for Module | None. |
| --- | --- |
| Corequisites for module | None. |
| Precluded Modules | None. |

## INDICATIVE BIBLIOGRAPHY

| 1 | CHAFFEY, D. and SMITH, P.R., 2012. *Emarketing excellence: planning and optimizing your digital marketing.* 4th ed. Abingdon: Routledge. *ebook* |
| --- | --- |
| 2 | DUCKETT, J., 2010. *Beginning HTML, XHTML, CSS, and JavaScript.* Hoboken: Wiley. *ebook* |
| 3 | MILLER, V., 2011. *Understanding digital culture.* London: Sage. |
| 4 | WHITTAKER, J., 2009. *Producing for Web 2.0: a student guide.* 3rd ed. London: Routledge. *ebook* |
| 5 | WONG, Y. and JUNAID, S., 2013. *Digital media primer.* 2nd int. ed. Harlow: Pearson Education Limited. *ebook* |