MODULE DESCRIPTOR

Module Title

Interactive Media Project

Reference	CB3138	Version	1
Created	January 2020	SCQF Level	SCQF 9
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To enable students to take responsibility for the key stages of a client-centred interactive project, from requirements analysis and planning production and post-production appraisal.

Learning Outcomes for Module

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

1	Explain the design process in practice.
2	Define and analyse the full range of a client's requirements.
3	Articulate and implement a creative solution to a client's requirements.
4	Assure the quality of deliverables.

Indicative Module Content

Working from a client brief, students define, design and produce an interactive digital outcome and supporting marketing strategy. Module content supports this approach and encompasses proposal writing, storyboarding, scheduling and project management guidelines, digital marketing, interface design and production techniques.

Module Delivery

The module is delivered by a combination of lectures and lab tutorials. In addition, students will be directed to work independently through a series of online exercises.

Indicative Student Workload	Full Time	Part Time
Contact Hours	22	22
Non-Contact Hours	128	128
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
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, 4
Description:	Group Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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., 2017. *Digital marketing excellence: planning, optimizing and integrating online marketing*. 5th ed. Oxon: Routledge
2	THINK WITH GOOGLE, 2018. *Discover Marketing Research & Digital Trends.* [online]. New York: Think with Google. Available from: http://www.thinkwithgoogle.com/ [Accessed 13 April 2018].
3	MOGGRIDGE, B., 2007. *Designing interactions.* Cambridge, Mass.: MIT Press.
4	SMART INSIGHTS, 2018. *Plan, manage and optimize your marketing.* [online]. Leeds: Smart Insights. Available from: http://www.smartinsights.com/ [Accessed 13 April 2018].
5	FERREIRA, A., 2017. *Universal UX Design Building Multicultural User Experience.* Cambridge, MA.:Elsevier. *ebook*