MODULE DESCRIPTOR

Module Title

Digital Production Tools And Techniques

Reference	CBM727	Version	1
Created	January 2020	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.

Module Ref:	CBM727 v1

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 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., 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*