

Module Title Digital Media Project	Reference CM3059 SCQF Level SCQF 9 SCQF Points 15 ECTS Points 7.5 Created November 2012 Approved January 2013 Amended Version No. 1
Keywords Self-directed Digital Media Project, Digital Marketing, Project Management	

This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

CM2012 2D Interactive Scripting or CM2026 Design and Development Techniques for Animation.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

To enable the student to research and develop a self-directed digital media project. To enable the student to go through the stages

Mode of Delivery

Key concepts are introduced and illustrated through lectures. In the laboratories the students will progress through a sequence of exercises to develop sufficient knowledge of developing and marketing a digital project.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4

Component 1 - Coursework

Indicative Bibliography

from requirements gathering to post-implementation evaluation, and develop a solution to professional standards following a set of prescribed deadlines.

Learning Outcomes for Module

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

1. Conduct requirements gathering and research sources of information, forming a digital media project specification.
2. Select and apply appropriate analysis and design techniques within the context of the project, and implement aspects of the design as permitted by the project timescale.
3. Conduct testing and evaluation of design and implemented solution.
4. Describe and evaluate completed project work in a professionally documented report and oral presentation.

Indicative Module Content

Academic and technical report writing, Digital Marketing: web analytics and goal conversion, PPC, SEO, social media, mobile e-marketing, legislation and

1. ADZIC, G. 2011. Specification by example: how successful teams deliver the right software. Shelter Island. N.Y., Manning.
2. CONNOR, A. & IRIZARRY, A. 2015. Discussing Design: Improving Communication and Collaboration through Critique. "O'Reilly Media. Inc"
3. FERRARA, J. 2012. Playful design creating game experiences in everyday interfaces. Brooklyn, N.Y., Rosenfeld Media.
4. GREEVER, T. 2015. Articulating design decisions: communicate with stakeholders, keep your sanity, and deliver the best user experience.
5. KISSANE, E. 2011. the elements of content strategy. new York, A book Apart.
6. MOFFETT, J. & BOOKS24X7 INC. 2014 Bridging UX and Web development better results though team integration. Waltham, MA: Morgan Kaufmann.
7. NUDELMAN, G. 2011. Designing search : UX strategies for ecommerce success, John Wiley & Sons.
8. SHEDROFF, N. & LOVINS, L.H. 2009. Design is the problem: the future of design must be sustainable, Brooklyn, N.Y., Rosenfeld Media.

compliance, Project Management:
work estimation and approval
processes, project planning.
Self-directed Digital media
product production.

Indicative Student Workload

<i>Contact Hours</i>	Full Time
Assessment	10
Laboratories	36
Lectures/Tutorials	12
<i>Directed Study</i>	
Coursework preparation	24
Information gathering	27
<i>Private Study</i>	
Private Study	41