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MODULE DESCRIPTOR

Module Title

Digital Media Project

Reference	CM3121	Version	1
Created	April 2017	SCQF Level	SCQF 9
Approved	August 2017	SCQF Points	30
Amended		ECTS Points	15

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 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.
- 3 Implement aspects of a specified project design as permitted by the project timescale.
- 4 Conduct testing and user evaluation of design and implemented solution.
- 5 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 compliance, Project Management: work estimation and approval processes, project planning. Self-directed digital media product production.

Module Delivery

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

Indicative Student Workload

	Full Time	Part Time
Contact Hours	84	N/A
Non-Contact Hours	216	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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, 5
Description:	Component 1 - This is a coursework worth 100% of the total module assessment.				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

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