ROBERT GORDON UNIVERSITY ABERDEEN

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MODULE DESCRIPTOR

Module Title

Creative Design

Reference	CM1108	Version	3
Created	June 2022	SCQF Level	SCQF 7
Approved	May 2019	SCQF Points	15
Amended	July 2022	ECTS Points	7.5

Aims of Module

To provide the student with the ability to understand the core design principles that go along with developing digital media products. This involves understanding the tools, applying the theories, and mastering the techniques of developing a variety of products in this area.

Learning Outcomes for Module

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

1	Identify research topics and select appropriate development methods for digital media projects.
2	Construct and edit digital media projects making use of a range of appropriate tools.
3	Demonstrate effective organisation and management of resources for digital media projects.
4	Apply design principle fundamentals in the production of digital media artefacts.
5	Critically evaluate and report on the development of a digital artefact.

Indicative Module Content

Preparation: Concept development, research methods, mood boards, mind mapping/brainstorming, sketches, wireframes, literature reviews. Underlying concepts: The academic context of digital media production; evaluative frameworks; deployment contexts; digital workflow; development pipelines. Design principles: Aesthetics, function, form, theme. Analysis techniques and evaluation methods relevant to the examination of digital media artefacts.

Module Delivery

Key concepts are introduced and illustrated through lectures and tutorials. Students will work individually and collaboratively to develop digital media products from initial conception to full delivery whilst managing a full asset workflow.

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Indicative Student Workload	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	120	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
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, 5
Description:	This is a practical coursework which involves the development of a creative design solution.				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

This module is assessed on a pass/unsuccessful basis. The Module Grade is based on performance in Component 1 (coursework) as detailed below.

Module Grade	Minimum Requirements to achieve Module Grade:
Pass	Pass in C1
Fail	Fail, i.e. unsuccessful, in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None, in addition to course entry requirements.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1	Lindgren, S. (2017) Digital Media and Society. SAGE publications.
2	Norman, D. (2013). The Design of Everyday Things. MIT Press.
3	Rogers, S. (2014) Level Up!: The guide to great video game design. John Wiley & Sons. 2nd Revised Edition.
4	Miller, C. (2019) Digital Storytelling (2019): A Creator's Guide to Interactive Entertainment, 4th edition. Routledge.