

## MODULE DESCRIPTOR

### Module Title

Creative Design

Reference	CM1108	Version	4
Created	September 2023	SCQF Level	SCQF 7
Approved	May 2019	SCQF Points	15
Amended	April 2024	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 Set up digital media projects making use of a range of appropriate tools.
- 3 Present effective organisation and management of resources for digital media projects.
- 4 Apply design principle fundamentals in the production of digital media artefacts.
- 5 Employ critical evaluation skills 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.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	40	N/A
Non-Contact Hours	110	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	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:	This is a practical coursework which involves the development of a creative design solution.				

**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 the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1
<b>B</b>	The student needs to achieve a B in C1
<b>C</b>	The student needs to achieve a C in C1
<b>D</b>	The student needs to achieve a D in C1
<b>E</b>	The student needs to achieve an E in C1
<b>F</b>	The student needs to achieve an F in C1
<b>NS</b>	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.