Module 2:   Introduction to Digital Media

Stage	1
Semester	1
Module Title	Introduction to Digital Media
Module Number/Reference	2
Module Status (Mandatory/Elective)	M
Module NFQ level (only if applicable)	6
Pre-requisite Module Titles	None
Co-requisite Module Titles	Intro to Video, Photo, Radio, Writing
Is this a capstone module? (Yes or No)	No
List of Module Teaching Personnel	Alan Gill Caroline Connolly

Contact Hours				Non-contact Hours			Total Effort (Hours)
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent work	
18	18			36		48	120

Allocation of Marks (Within the Module)					
	Continuous Assessment	**Project**	**Practical**	**Final Examination**	**Total is always 100%**
Percentage contribution	100				**100**

Intended Module Learning Outomes

On successful completion of this module, the learner will be able to:

1. Competently use a variety of software tools to produce digital and online media projects.
2. Evaluate and discuss the characteristics of digitally produced media.
3. Create and manage digital media content.
4. Understand and competently apply design principles in digital print production.

Module Objectives

The module is designed to introduce learners to diverse world of digital media. In order to produce content, learners initially analyse the medium itself and assess the characteristics of contemporary journalism. Learners examine the way in which web writers orient readers and communicate to their audience. Using material filed for a television clip, a radio report, and a traditional print article, learners assemble packages in the production of a multimedia web piece. Learners are introduced to techniques and principles of modern print production and begin to develop skills in the relevant software.

Module Aims

This module aims to:
1. Familiarise learners with the technology used in the communications industry.
2. Develop learners' confidence in the use of media technology to produce work to a high standard.
3. Develop learners' ability to analyse and evaluate existing media products.

Module Curriculum

Indicative Syllabus

Content Analysis
Where does online information come from and can we trust it? Assessing online media sources: authority, accuracy, objectivity, currency, coverage. Web habits: how do we search and interact with the internet. Organisation of writing for the web: chunks, bullets and blocks

Digital Print Production
Efficient delivery of information through publication design. The manner in which digital production tools have changed the world of publishing. Introduction to contemporary page layout software: adding text and pictures to produce simple page designs. Formatting text and web pages. Design basics for print publications.

Input, output, response
Communication as a process; from information gathering to writing, uploading, editing, and commenting. Using words, pictures, sound and interaction, layering information Presentation and design as a communication tool.

Reading lists and other learning materials

Recommended Reading

Cohen, S., 2012. *InDesign CS6: Visual Quickstart Guide*. Peachpit Press.
Frost, C., 2011. *Designing for Newspapers and Magazines (2nd Edition)*. Routledge.
Hagen, R. & Golombisky, K., 2010. *White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web and Multimedia Design*. Focal Press.
Redish, J., 2012. *Letting Go of the Words: Writing Web Content that Works (2nd Edition)*. Morgan Kaufmann.
Walker Rettberg, J., 2008. *Blogging: Digital Media and Society*. Polity Press.
Wilkinson, J. S., et al. 2012. *Principles of Convergent Journalism (2nd Edition)*. OUP Press.
Williams, R. 2008. *The Non-Designer's Design Book (3rd Edition)*. Peachpit Press.

Secondary Reading

Cohen, S. & Burns, D., 2012. *Digital Publishing with Adobe InDesign CS6.* Adobe.

Felder, L. 2011. *Writing for the Web: Creating Compelling Content Using Words, Pictures and Sound.* New Riders.

Gatter, M., 2010. *Production for Print.(2nd Edition).* Laurence King.

Harrower, T., 2007. *The Newspaper Designer's Handbook (6th Edition).* McGraw-Hill Higher Education.

Quinn, S. & Vincent, F. (eds), 2005. *Convergent Journalism: an Introduction.* Boston: Elsevier.

Simmons, J., 2007. *The Designer's Desktop Manual.* RotoVision SA.

Stefanac, S., 2007. *Dispatches from Blogistan: a Travel Guide for the Modern Blogger.* New Riders.

Module Learning Environment

The learning environment is designed to both engage the learners and to encourage their critical thinking in relation to existing methods of communication. This is achieved through lectures, workshops and practical examples which are designed to stimulate discussions and questions. As this module covers practical aspects of the media, lectures are delivered in a computer lab. This allows the use of technology to illustrate key points during formal lectures as well as allowing learners access to relevant software tools.

Learners are provided with lecture notes, reading materials as well as a detailed module curriculum which includes the learning outcomes, a class schedule, the necessary reading material and the assignment strategy. Participants also have access to Moodle, the College's Virtual Learning Environment (VLE) which allows for digital distribution of relevant material.

Module Teaching and Learning Strategy
This module is supported with structured web-based resources and applies the use of the programme Teaching Learning and Assessment methodologies. Specifically, the module is delivered using:
- Formal Lectures
- Participative Lectures
- Workshops / Tutorials

Module Assessment Strategy
This module is assessed by a set of assignments (Continuous Assessment 100%) using the relevant media technology and contemporary media production software packages. Assessments include the creation of a blog which is updated and managed by each learner and the production of a number of examples of page design.

Element Number	Weighting	Type	Description
1	50%	Assignment	Blog Learners will create and manage an online blog that includes writing content, use of multimedia artefacts and interactive elements.
2	50%	Assignment	Print Production Learners will produce two page layouts; one newspaper design and one magazine design.