

Module: Online Screen Media

Stage	1						
Semester	2						
Module Title	ONLINE SCREEN MEDIA						
Module Number	8						
Module Status	Mandatory						
Module NFQ Level	7						
Pre-Requisite Module Titles	None						
Co-Requisite Module Titles							
Capstone Module							
List of Module Teaching Personnel							
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work	
18	18			32		32	100
Allocation of Marks (Within the Module)							
	Project			Assignment		Total	
Percentage Contribution	50%			50%		100%	

MODULE AIMS AND OBJECTIVES

It is vitally important that any graduate that is going to work in the film and television industry has a comprehensive understanding of the Internet and its applications and the theory behind it. This compulsory module examines contemporary and emerging online communication issues from a local, national, and international perspective. Within this module there are two distinct sections: firstly the theory and concepts behind multiplatform online content and secondly the creation and delivery of the content.

The importance of the Web as communication and distribution device for the individual, for business and for communities is examined. Students will be required to produce a website / application with video content within the class structure demonstrating various methods of Internet distribution through video sharing websites. Students are also equipped with practical skills that will enable them to design, develop and manage a number of online communications.

INTENDED MODULE LEARNING OUTCOMES:

Upon successful completion of this module, students will be equipped to:

1. Use Web applications creatively to promote individual and community needs, assist clients, and enable problem-solving and creative expression.
2. Demonstrate a detailed understanding of online communications in the broader context of local, national, and global society.
3. Demonstrate an understanding of the significance of online communication in global and cross-cultural contexts.
4. Demonstrate the practical communication skills necessary for development and management of a wide range of online communication applications.
5. Produce a web-page / application with video streaming content.
6. Analyse and Appraise suitable compression codecs and setting for video on the Internet.
7. Demonstrate an understanding of streaming and copyright protected video on the Internet.

INDICATIVE MODULE CONTENT

The World Wide Web

How it works / History / How it is used

Communicating Online

Forms of online communication / Social Media / Privacy / Ethics / Social implications

Online Promotion

Social Media / Campaigns / Viral Marketing / Case Studies / Analytics and Measurement

Online Video

Online video storage services / codecs / compression / copyright

Building websites with Web Standards Technology

HTML / CSS / Web Design Principles

RECOMMENDED SOFTWARE

Websites will be developed using freely available simple text editing packages such as Notepad and Notepad++ (for Windows) and TextWrangler (for Mac OS X)

ESSENTIAL READING

For the teaching of web design and development, the course will leverage as much free, online sources as possible.

RECOMMENDED READING

HTML & CSS: Design and Build Web Sites, Jon Duckett, John Wiley & Sons (18 Nov 2011)

Web Platform <http://www.webplatform.org/>

Code Academy <http://www.codecademy.com/>

MODULE TEACHING AND LEARNING STRATEGY

Assessment is 100% continuous. Practical projects enable students to apply the strategies discussed in lectures whilst logbooks and in-class critiques add to their understanding of the effective application of the principles of online media and web authoring. On completion of the module the student should have a comprehensive portfolio of online communication solutions.

MODULE ASSESSMENT STRATEGY

Students are taught using a combination of lectures and practical workshop tutorials. Tutorials are Lab-based and are used to develop the student's proficiency in Web applications in a creative and innovative fashion. The lectures explore the importance of the Web as a communication medium and expose the student to its potential. This is further developed in the practical class where the student is required to come up with practical solutions to online communication problems.

Students will develop a website to promote one of their short films, whilst also setting up and maintaining associated social media accounts.

Students will reflect on this will a written report/appraisal.

Assessment	Weighting	MLOs
Website (with video embedded)	50%	1,5,6,7
Social Media Campaign / Reflection	30%	1,4
Report	20%	2,3,7

Online screen Media

Social media Campaign Assessment (20%)

Part 1: Evidence 10%

Part 2: Rationale 10%

Submission Date

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Task

Create a Social Media Profile for your Film that covers *Facebook {Page}* and *Twitter* to promote your hosted online video.

1: Create a *Facebook* page promoting your hosted online video.

This page will act as your primary advertising and promotion page.

(This can also act as your '*blog*' - regularly update here).

You must achieve 30 '*likes*' in order to access page stats.

This will then aid you in understanding what attracts publicity and online traffic.

This page should function as a teaser, linking to your *twitter* account.

This page must be updated at **minimum of twice a week**,

must include **1** interesting and relevant link and **1** piece of info or update about your film.

Along with Visual Profile:

Facebook Page must contain:

Film Synopsis (content can be reused on final website).

Cast / Crew info. (content can be reused on final website).

Director Bio (content can be reused on final website).

Contact info/website/twitter

2: Create a *Twitter* account promoting your hosted online video.

This account must be updated regularly and consistently

(but not overused) in order to keep your audience captivated.

This account must be updated at **minimum of twice a week**,

must include **1** interesting and relevant link and **1** piece of info or update about your film.

Along with Visual Profile:

Twitter must contain:

Brief tag/outline for film

Link to film

Link to facebook.

Criteria:

- FaceBook and Twitter handle ----- same or very easily linked
- Common Visual Identity - Logo / Banner / Tag line etc.
- Voice: appropriate to film
- Links must relate to content, eg photo or interview with related speaker. Things that are of interest to the target audience of the film....{revert back to your film for this}
- Posts about film and process about film, screenings, audience etc. Short teaser videos.
- Production Shots. Development of website news about directors etc. working on other projects.
- Working with the other films (*other classmates*) to self promote and build audience.
- Creation of Facebook Page (must include updates with titles: Cast / Crew info. , Film Synopsis, Director Bio) & Twitter account (with relevant titles)
- Evidence of regular (relevant and interesting) updates - screengrabs

You must have a minimum of 20 posts/tweets.

There must be at least 2 posts & 2 tweets per week (not all done in the last week).

The posts can be the same for facebook and twitter and are to be logged for presentation of your process in your report.

Must meet rationale for tweets / posts (use research to guide you and reference here*)

*Please use Harvard references method.

To be uploaded to moodle as a single PDF file in chronological order using 'copy and paste' above each post/tweet with details as laid out in {fig. 1}.

fig.1

Tweet / post number	Date	link	Type/Description of Post	Rationale for post/relevance	Reception

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Report (Workbook) (20%)**
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10% - Design Brief

Demonstrate that you understand the design process involved in creating a professional website

The design brief which explains the website, who it is aimed at, the context of it and how you went about designing the site to fit this brief.

(please refer to "How to write a Design Brief" template)

5% - Research file

Demonstrate that you understand the research process involved in creating a professional website

The research file should consist of your research that went into designing your site.

This will consist of a series of links to sites and/or images each with a brief description of it (including possibly what you did or did not like about each.)

5% - Site Plan (wireframes) / Site map

Demonstrate that you understand the design process involved in creating a professional website

The plans are to include diagrams with short descriptions.

Site plan (wireframes): explain in brief each page

Site map: short description for each indicated page