

# SM3019

## Introduction : Digital Media

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SM3019

## Introduction: Digital Media



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# Week 1

This is a new module. So, the handbook isn't quite ready but it will be very soon.

Today we will go over the assignments for assessment and some of the topics that will be discussed and researched during the module. We will also cover the main practical skills you will be learning.

This session will go through some of the areas we will cover. There will be four main sections. There will be practical exercises for each section.

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SM3019

## Introduction: Digital Media

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# Assessment

There are three assignments for this module.

1. **A *critical* blog with at least 15 entries (between 150 – 250 words each) reflecting on digital media practice and culture discussed in weekly lectures and workshops. (40%)**
    - This assignment is done weekly, throughout the whole module
  2. **A 1000 word case study analysing a digital artefact (20%)**
    - Carry out an evaluation of a video, website, game or similar
  3. **A digital portfolio of at least 10 simple digital artefacts answering set workshop briefs (40%)**
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## Assignment 3:

# A digital portfolio of at least 10 simple digital artefacts answering set workshop briefs (40%)

Some possible ideas (TBC) that will be investigated as workshop themes which can then be developed for assignment 3.

SM3019

Introduction:  
Digital Media

1. **1 minute video** as part of a CV showreel
2. **Infographic** at least five elements
3. **social media photo meme** content for a client campaign, include text with images
4. **1 minute motion graphic** (software - TBC)
5. an **email template** for a mailshot, include text with images
6. **Image header for a Facebook page** for client campaign
7. **Template for a website landing page** for a client campaign, include text with images
8. **Design for a game character** concept (2 poses, one wireframe sketch one colour fill) using Adobe Photoshop
9. **Augmented reality marketing item** using HP Reveal, triggering an original webpage or social media entry
10. **Design for a business card** using print ready

# Topics

## 1. digital media technologies in society

social media, websites, mobile apps, video platforms, streaming media, wearables, games, AR, special FX and motion graphics...

*What else?*

## 2. examples of society using digital media technology

communication between individuals, local govt, work or school, national govt, international organisations, causes, learning, investing money...

*What else?*

## 3. areas of working (jobs) in digital media

marketing and social media campaigns (email campaigns, FB, Twitter, Instagram, WhatsApp etc), website design and development, mobile apps design and dev, wearable app design and dev, game design (images and graphics, CGI, stories, planning and integration)...

*What else?*

## 4. industries that use digital media skills

Entertainment  
Education  
Banking and finance  
Insurance  
Property buying

*What else?*

# Topics



Each week, after discussing some theory and background for an area or topic, we will have a practical session to plan and make something that reflects what we are working on.

These early ideas can then form contributions for assignment 3, so keep all the work you do in each workshop session.

# Topics



Make a note of the topics suggested in the last slide and ***do your own research about some aspects of interest to you.*** Try and think of a few different topic areas that you might want to find out more about or can collect information on.

We will be doing practical work throughout the module on finding out about things and then putting ideas into our work.

**SM3019**

**Introduction:  
Digital Media**

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# Digital Media roles

Think about your own interests and future. Which digital media roles interest you the most?

Gaming

Websites and mobile apps

Social Media

Content and communication

Motion graphics

What else?



# Let's watch EbonixSims

Every week we'll check out someone who works in different areas of digital media. Today it's Ebonix, (aka EbonixSims) who makes custom video game content.

Video on Facebook:

<https://www.facebook.com/bbcworldservice/videos/526413674588190/>

Video on Twitter:

<https://twitter.com/BBCAfrica/status/1177152076985454592>



I'm half-Nigerian and half-Bajan

# PRACTICAL EXERCISES

Today you need to do three things to get ready for the next session of this module.

These exercises shouldn't take more than 2 hours, so plan and make sure they are done by end of class.

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**Introduction:  
Digital Media**

1. Create a blog on an online platform of your choice. Use your personal or university email to register.
  - Blogger
  - Wordpress.com
  - Squarespace
  - Weebly
  - Tumblr
2. Write a profile of yourself and upload to your new blog. Include:
  - Interests and hobbies
  - Places you have visited in UK or other countries
  - Your key skills in digital media
  - Three photographs of you
  - Something else interesting!
3. Create a folder on your Google Drive storage, name it SM3019. Inside, make two more folders: 'Rough work', and 'Project Items'. Inside 'Rough work' make a folder named 'week 1'.

SM3019

Introduction:

Digital Media

Julius Drost @juliusdrost

Tyler Casey @tylercasy for main image

EBONIXSIMS

<https://www.facebook.com/bbcworldservice/videos/526413674588190/>

Sources

and acknowledgements

# Module Information

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Pen Lister

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I like people talking in class, but about what we're there to learn, not pointless gossip :)

I like people to ask questions.

I like people to use their own laptops or phones in class, to follow slides and click on links while we discuss things. But not just to stare at Facebook or Instagram.

*Pen Lister*

I'm a lecturer in web apps and multimedia.

I've been a senior lecturer in technology enhanced learning.

I'm nearly done with a PhD in smart learning, investigating how people learn using augmented reality and creative activities.

I've carried out large scale website evaluations and usability testing on a few cool projects. I learned a lot.

I've made a lot of websites and still make one or two now, as well as other digital content. I work with Wordpress, ExpressionEngine and Drupal, often using Grunt workflow. My PHP isn't pretty, but it works nice and is secure. I'm quite technical.