Digital Media – Programme Learning Outcomes

**Knowledge and Understanding**

* Historical and cultural perspectives of digital media and the web
* Key visual and information design principles
* Interaction design concepts, markup and programming languages, presentation technologies, formats and deployment technologies as applicable in modern digital media development
* The design development process, the use of personas, information architecture, functional analysis and testing in user centered design
* Hardware architecture and supporting software technologies, and the network environment required for the production and deployment of contemporary digital media products
* Professional, ethical and sustainability issues affecting the development and deployment of digital media within an international market place

**Intellectual Skills**

* Apply appropriate design and problem-solving techniques to digital media requirements or issues
* Critically compare and evaluate digital media products and their designs
* Research and conduct an in-depth investigation relating to the requirements and/or relevant background information for the development of a digital media product
* Undertake a substantial study involving the design and/or development of a digital media product using appropriate tools and methodologies

**Subject/Professional Practice Skills**

* Create low and high-fidelity designs and appropriate technical solutions corresponding to stated requirements
* Interpret digital media designs to form technical requirements and design code/software that meets them
* Write programming code in an appropriate language that fulfils a given design
* Utilise standard tools and professional design practices throughout the development process, to design, deploy, debug, test, and critically evaluate finished projects
* Apply a range of techniques from key areas to digital media development

**Transferable Skills and other attributes**

* Demonstrate personal and time management skills appropriate to professional conduct in the field of digital media
* Report and communicate ideas and results effectively using media and style appropriate to an intended audience
* Work effectively as part of a group
* Manage a project effectively, from inception to completion
* Learn independently, reflect on their learning needs and achievements
* Reflect on the process of development of a digital media product