Anglia Ruskin University

Module Definition Form (MDF)

Module code: MOD005422	**Version:** 1 **Date Amended:** 04/May/2016

1. Module Title
Digital Asset Development

2a. Module Leader
Jamie Myland

2b. Department
Department of Computing and Technology

2c. Faculty
Faculty of Science and Technology

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions

Type	**Module Code**	**Module Name**	**Condition**
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Gaining a foundation in digital asset development and developing proficiency with the common tools required to create these assets is beneficial for a software development degree and for working as an independent software or web developer.

When prototyping software and web applications as an independent developer, digital asset creation is an often overlooked discipline which can greatly enhance the presentation of technical artefacts developed for a client. This module gives learners the opportunity to gain hands-on experience with digital asset creation tools that are commonly used in the software development industry.

This module will be run as a supervised workshop where each week the learner will be instructed in underlying principles and how they are implemented by the chosen software, and expected to complete a set of exercises.

Learners will develop skills in vector and bitmap asset creation while developing an understanding of the benefits and limitations of each technique in order to justify any design decisions made.

The assessment for this module comprises a portfolio of workshop exercises and coursework assignments.

The skills taught in this module are intended to provide a suitable foundation for learners to enhance the visual impact of independently developed software applications both in their later studies and future career.

6b. Outline Content

Principles of digital images, as manipulated by the software, including bitmap and vector tools such as Adobe Photoshop and Illustrator.

Identification and implementation of industry standard asset creation techniques to develop icons, logos and images for software applications and the web.

Digital graphic techniques including compositing, layer blending, generating typography, etc.

Analysis of software limitations and reasons for technical and design decisions made via a project log

Standards for digital graphic data formats and compression techniques (e.g. Channels, bit depth, resolution, lossy vs lossless encoding and formats such as BMP, JPG, SVG, etc)

Demonstrating the complete design process, workflow and justifications informed by industry standard practices; e.g. Planning, design/sketches, specialised techniques, preparing export to different platforms.

Critique of work produced including recommendations for what to do differently in future projects

6c. Key Texts/Literature

The reading list to support this module is available at: http://readinglists.anglia.ac.uk/modules/mod005422

6d. Specialist Learning Resources

Multimedia PCs with appropriate hardware and software.

Suitable audio equipment and sources

Suitable video equipment where appropriate

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Distinguish between the various image data formats and understand when a particular image format will be of benefit within typical working practices.
2	Knowledge and Understanding	Demonstrate good practice within a range of computer digital asset development software in order to create and edit digital assets
3	Intellectual, practical, affective and transferrable skills	Be able to justify design decisions in terms of technical requirements and constraints
4	Intellectual, practical, affective and transferrable skills	Critically evaluate the design and development process, including evaluation of the end product.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2017/8	F01UCP	Semester 2	University Centre, Peterborough	Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	12	1,2	Lecture 1 hr x 12 weeks
Other teacher managed learning	24	3,4	Practical 2 hr x 12 weeks
Student managed learning	114	1,2	Reading, research and assignment preparation
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	**Assessment Method**	**Learning Outcomes**	**Weighting (%)**	**Fine Grade or Pass/Fail**	**Qualifying Mark (%)**
010	Practical	1,2,3,4	50 (%)	Fine Grade	30 (%)
Portfolio of work, including, for example, coursework assignments, computer demonstrations, personal interviews, workshop exercises and submission of logbook - staged submission; equivalent to 2,000 words.					
Assessment No.	**Assessment Method**	**Learning Outcomes**	**Weighting (%)**	**Fine Grade or Pass/Fail**	**Qualifying Mark (%)**
011	Coursework	1,2,3,4	50 (%)	Fine Grade	30 (%)
Report on design, implementation and evaluation as conclusion to logbook, 1,000 words					

In order to pass this module, students are required to achieve an overall mark of 40%.
In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment of as specified above
(b) pass any pass/fail elements