REPRESENTATION

FOR

1YR HIGHER CERTIFICATE IN WEB PUBLISHING & INTERACTIVE MEDIA COURSE

To Whom It May Concern,

This document serves as a Letter of Representation regarding the comments made by the CHE with regards to the **One Year Higher Certificate in Web Publishing & Interactive Media Course** uploaded to the HEQCIS as a Category B Programme.

Commentary by the CHE was as follows :

"Unless there is clarity that the modules that are removed from the previous qualification are now incorporated into the subjects that are added, it can be assumed that the programme had undergone radical changes which would then need to be submitted as a category C application. It would be advisable for the Institution to give details of how the contents of the modules that were removed are contained in the new structure, bearing in mind that changes have to be less than 50%.

The Institution needs to stipulate the number of hours in the teaching & learning template in real terms and not in percentages."

1. Modules of the Programme

Friends of Design submitted the following modules in 2011, approved as of December 2011 :

1. Conceptual Techniques
2. Interactive Screen Design & Theory
3. 2D Animation
4. Web Technologies 01
5. Game Design Theory
6. Interactive Programming
7. Web Technologies 02
8. Motion Graphics 01
9. Motion Graphics 02
10. Digital Portfolio

Over the subsquent 3 years, the programme was developed to match industry trends and advances in technology, and modules were submitted as follows for reaccreditation to the CHE :

1. Integrated Screen Design
2. Introduction to Sound Design
3. Film Production Processes 01
4. Film Production Processes 02
5. Film Production Processes 03
6. Motion Graphics 01
7. Motion Graphics 02
8. Game Design Theory
9. Web Technologies 01
10. Web Technologies 02
11. Digital Assets : 2D Animation
12. Digital Publishing 01
13. Digital Publishing 02
14. Digital Publishing 03
15. Web Technologies 03
16. Web Technologies 04
17. Digital Portfolio

Below is a representation of the changes that were made, along with percentages of the changes made to the programme.

Module Name	Credits	Comments	Weighting
Conceptual Techniques	**8**	**REMOVED**	**5%**
Interactive Screen Design & Theory	8	Incorporated into Integrated Screen design	5%
2D Animation	12	Incorporated into Digital Assets : 2D Animation	8%
Web Technologies 01	24	Incorporated into Web Technologies 1	16%
Game Design Theory	8	Shortened by 1 week	5%
Interactive Programming	20	Incorporated into Web Technologies 02 & 04	13%
Web Technologies 02	16	Incorporated into Web Technologies 3	11%
Motion Graphics 01	20	Incorporated Motion Graphics 02 & lengthened	13%
Motion Graphics 02	20	Incorporated into Film Production Process 1, 2 & 3 (name change)	13%
Digital Portfolio	16	Unchanged	11%
	152		
		Total percentage of modules removed	**5%**

Module Name	Credits	Comments	Weighting
Integrated Screen Design	8	See above - Interactive Screen Design & Theory	5%
Introduction to Sound Design	**4**	**NEW module**	**3%**
Film Production Processes 01	8	Replaced Motion Graphics 02 above	5%
Film Production Processes 02	4	Replaced Motion Graphics 02 above	3%
Film Production Processes 03	12	Replaced Motion Graphics 02 above	8%
Motion Graphics 01	8	See above Motion Graphics 01	5%
Motion Graphics 02	12	See above Motion Graphics 01	8%
Game Design Theory	4	See above Game Design Theory	3%
Web Technologies 01	16	See above Web Technologies 01	11%
Web Technologies 02	12	See above Interactive Programming	8%
Digital Assets : 2D Animation	8	See above 2D Animation	5%
Digital Publishing 01	**8**	**NEW module**	**5%**
Digital Publishing 02	**4**	**NEW module**	**3%**
Digital Publishing 03	**4**	**NEW module**	**3%**
Web Technologies 03	16	See above Web Technologies 02	11%
Web Technologies 04	8	See above Interactive Programming	5%
Digital Portfolio	16	Unchanged	11%
	152		
		Total percentage of modules changed	**14%**

As per the above table, it is evident that certain modules have been shortened or lengthened - this was due to the Programme being moderated over the last 3 years; as well as student feedback & needs taken into account. The rest of the modules were then incorporated as per the following :

1. **Conceptual Techniques** was removed from the programme as it was found to have no relevant bearing on the outcomes of the course stated below - much attention was given in this module to scamping & storyboarding which is essentially outdated and more attention has been given to being able to create digital (Adobe Photoshop) Mock ups rather than Physical mock ups, which is more in line with the outcomes & description of the programme.
2. **Interactive Screen Design & Theory** was incorporated into the module **Integrated Screen Design**, with the major difference being that Adobe Flash is no longer used at all in the Web Publishing Industry as the animation standard. Adobe Flash in this module, has been replaced with Adobe Photoshop Mock ups, and animation done using HTML5 & CSS3.
3. **2D Animation** was essentially a module which taught Adobe Flash, which, as per the above, is no longer the web industry standard when it comes to web animation. Therefore the web animation side of the course has been incorporated into **Digital Assets : 2D Animation**, in which HTML5 & CSS3 are taught as the animation tools for the web.
4. **Web Technologies 01** has mostly stayed the same, and incorporated into the current **Web Technologies 01**.
5. **Game Design Theory** was shortened by 1 week but otherwise remained unchanged. This decision was based on student & lecturer feedback.
6. **Interactive Programming** was a module that also was largely based on using Adobe Flash. Web media is now created using HTML5 & CSS3 and Jquery & this module's outcomes have therefore been incorporated into **Web Technologies 02 (HTML5 & CSS3) & Web Technologies 04 (Jquery).**
7. **Web Technologies 02** was a module that taught Wordpress, which has now been incorporated into **Web Technologies 3 (Wordpress module).**
8. **Motion Graphics 01** was incorporated into **Motion Graphics 02** (became one module) & was lengthened to accommodate the outcomes.
9. **Motion Graphics 02** was incorporated into **Film Production Process 1, 2 & 3**. The name was essentially changed from otion Graphics to Film Production Processes which fitted the outcomes & module description more accurately. The standard software also changed from Final Cut Pro to Adobe Premiere.
10. **Digital Portfolio** The outcomes have remained unchanged, students are required to produce a portfolio of their collected work over the year using HTML& CSS, Javascript, Jquery, AfterEffects & Adobe Edge Animate rather than Adobe Flash.

The following modules were added based on the rationale that should students wish to be able to develop fully functional and industry standard Multimedia Assets to add to websites, they would need these additional tools in order to meet industry needs -

1. **Introduction to Sound Design :**

The purpose of this module is to introduce learners to sound theory, sound design concepts & basics, terminology and techniques to assist with working with sound designers.

This module was developed after seeing that there was no module dealing with Sound in the programme, which is essential in developing media assets to incorporate into websites.

2. **Digital Publishing 01 :**

Students learn the fundamentals and context of the Digital Publishing industry itself, essential in the Web Publishing Industry.

The module outlines the ins and outs of the publishing industry and its move to digital with the explosion of mobile devices and companies like Amazon providing serious platforms for digitally published books and educational material. Students will analyze the different formats that comprise the buzz word "digital-publishing" including PDF, Digital Apps, Adobe Digital Publishing Suite and ePub3.

Students get an in-depth look at the technologies and software behind each format and when is best to use each format depending on market research and accessibility. The topic of Accessibility will be covered in depth with the aid of statistics, presentations, guest speakers and info graphics to provide students with better insights into the Digital Publishing Industry, its barriers and its revolutionary niche in industry.

3.   Digital Publishing 02

Students continue with their instruction in Digital Publishing 02, learning the fundamentals of publishing an e Pub file through the help of InDesign CC. The module outlines the ins and outs of setting up documents in InDesign, using Paragraph and Character styles as opposed to local overrides and managing the export process.

Students will adopt an understanding of the export process and learn to fix and amend errors in HTML & CSS that are created during the process itself. Accessibility and concepts of XML meta data will also be developed in order to provide a holistic overview of ePub3 creation.

4.   Digital Publishing 03

Students continue with their instruction in Digital Publishing 03, where instead of doing most of the work within InDesign, they will be required to reverse engineer an ePub3, from scratch using HTML, CSS and XML. The module outlines the ins and outs of setting up the file and folder structures required, adding images, video and audio as well as digital assets from Adobe Edge Animate. Students will adopt an understanding of the work load and coding required in order to create a standards ready ePub3 that will work across mobile devices.

Purpose of the Programme

Friends of Design would now like to state the original Purpose of the programme originally supplied to the CHE which as remained **unchanged** and therefore stays in Category B - The Qualification Type has not been changed, neither has the Programme Purpose as outlined below, nor the characteristics or outcomes changed. Furthermore, the total percentage of the course that has been changed has remained under 50%. The changes that have been made to the programme are due to industry standards changing (such as Adobe Flash becoming obsolete for Web Animation) and in order to ensure our graduates are employable, having knowledge of the latest technology at their fingertips upon graduating.

This one-year practical course is designed for individuals who want a thorough grounding in the knowledge and skills needed to work in the web and interactive media industries, or progress into an Advanced certificate, diploma or degree program.

Learners will master the tools, practices and terminology required to work in the web design and interactive media (motion graphic) industry, and be confident to apply their skills from receiving a brief, conceptualizing a visual solution; presenting the ideas professionally; executing a concept digitally through the use of and integration of the wide range of industry standard application programs; applying finishing techniques to take it to its final output medium (either Web or Screen or DVD), and finally presenting the final works in a professional manner.

The course is intended for the individual to master the latest web and motion graphic design-related technologies and develop and utilize design skills acquired on the course to produce professional and appropriate visual print and screen solutions to suit their client's needs.

Learners will develop skills and knowledge in intermediate to Higher web and interactive media design to produce output ready works, using industry-standard applications **such as Adobe Flash**, Adobe Photoshop, Adobe Illustrator and Adobe After Effects, **Apple Final Cut Pro**, web programming technologies such as HTML, XHTML and CSS and, in addition, WordPress. together with all the essential skills needed to create documents for print and digital distribution.

The curriculum will lead them through a thorough learning process of design and the workflows required for each genre of web and interactive media that is explored. Students are orientated thoroughly in the ways of digital production of the various disciplines and guided to apply their design skills in context throughout, via industry relevant projects which are "live", ie: involving real world clients, wherever possible.

2. Hours of Teaching & Learning

Below is a representation of the notional hours per day which is 8, adding up to 4 credits per week, which subsequently gives the full figure for the year, which is 152 credits in total.

Type of Learning Activity	Hours	% of learning time
Direct contact time (Lectures, face to face, limited interaction or technology-assisted, tutorials, Syndicate groups)	4	50%
WIL (Practical experiential learning, simulated learning, laboratory work , practicals etc excluding workplace-based learning)	2	25%
WIL (Workplace-based learning only) *	0	0
Independent self-study of standard texts and references and specially prepared materials (study guides, books, journal articles, case studies, multi-media)	1.5	15%
Assessment	.5	10%
Other (specify)	-	-
Total	8hrs per day	100%