

2024 / 25

School of Science and Computing

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TU**

Ollscoil
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an Oirdheiscirt

South East
Technological
University

Module Descriptor

Introduction to Creative Media (Computing and Mathematics)

Introduction to Creative Media (A13942)

Short Title: Introduction to Creative Media
Department: Computing and Mathematics
Credits: 5

Level: Introductory

Description of Module / Aims

This module is designed to introduce students to the history, development and integrated nature of the expanding digital media sector (internet/film/games/tv/multimedia), exploring the processes and practices required by interactive media professionals. It emphasises the cross-disciplinary focus of the course with respect to both creative multimedia and computer science.

Programmes

stage/semester/status		
COMP-0585	BSc (Hons) in Creative Computing (WD_KCRCO_B)	1 / 1 / M
COMP-0585	BSc in Multimedia Applications Development (WD_KMULA_D)	1 / 1 / M

Indicative Content

- The Creative Media Industry. History and development of computing, cultural, telecommunications and creative industry sectors
- The Creative Media Pipeline: Workflows and practice across convergent creative media sectors. Media, Application and Web Development
- Creative Media Authoring Applications and Services: Graphics/Audio/Video/Animation
- Digital Media Asset Management

Learning Outcomes

On successful completion of this module, a student will be able to:

1. Define the cross-disciplinary history, concepts and practices of the creative media and computer science sectors.
2. Compare and contrast a range of current and emerging industry relevant creative media authoring tools and services.
3. Operate effectively as an individual, using both conventional and cloud based ubiquitous services to produce accessible creative media projects.
4. Use the production tracking, review and asset management tools for streamlining collaborative and business processes within a production pipeline.

Learning and Teaching Methods

- Lectures: Talks or presentations delivered by a member of academic staff providing a guide to the topic and indicate important points and themes..
- Practicals: Students will be expected to participate in the practical labs, experimenting with required software and completing class worksheets and exercises.
- Independent learning : Students must be proactive, manage their own time and develop their own independent learning skills

Learning Modes

Learning Type	F/T Hours	P/T Hours
Lecture	36	
Practical	12	
Independent Learning	87	

Assessment Methods

	Weighting	Outcomes Assessed
Final Written Examination	50%	1,2,4
Continuous Assessment	50%	
Practical	20%	2,3
Group Project	30%	3,4

Assessment Criteria

- <40%: Unable to describe and appreciate the key concepts and practical tools of the cross-disciplinary creative media development pipeline.
- 40%–49%: Be able to describe and appreciate the key concepts and practical tools of the cross-disciplinary creative media development pipeline.
- 50%–59%: Ability to demonstrate practical design and development skills using ubiquitous creative media development technologies.
- 60%–69%: Be able to address production and organisational problems within the creative media development domain by experimenting with appropriate ubiquitous tools.
- 70%–100%: All the above to an excellent level. Be able to analyse and design solutions to a high standard both individually and within a group environment.

Supplementary Material(s)

- Campbell, R. *Media Essentials: A Brief Introduction*. 2nd ed.. UK: Bedford/St. Martin's, 2012.

Requested Resources

- Computer Lab: Multimedia Lab