1. KentVision Code and title of the module

DIGM3250 Digital Content Creation

1. **Division or partner institution which will be responsible for management of the module**

Computing, Engineering and Mathematical Sciences

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 4

## The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Autumn

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

Compulsory to the following courses:

BSc Digital Design

BSc Digital Design with a Year in Industry

BSc Digital Design with a Year Abroad

## The intended subject specific learning outcomes. On successfully completing the module students will be able to:

* 1. Understand and conceptualise design problems critically and creatively
  2. Explore creatively practical and client-focused design solutions in various digital contexts and platforms
  3. Develop an appreciation of the aesthetic, conceptual and technical skills for making digital assets
  4. Use relevant design software to implement design solutions.

## The intended generic learning outcomes. On successfully completing the module students will be able to:

1. Use Information and Communication Technologies
2. Communicate effectively in media
3. Work in flexible, creative and independent ways and apply critical thinking, reasoning and reflection.

## A synopsis of the curriculum

This practice-based module introduces key principles of Digital Content Creation. Students will learn to conceptualise design problems and produce work using industry-standard software tools. Indicative topics include: audio and visual (still and moving) content creation, use of colour and typography, design fundamentals.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 120

Contact Hours: 30

Total: 150

## Assessment methods

* 1. Main assessment methods

Design Document (5 weeks development work) – 30%

Mini-project (6 weeks development work) – 70%

13.2 Reassessment methods

100% coursework

## Map of module learning outcomes (sections 9 & 10) to learning and teaching methods (section 13) and methods of assessment (section 14)

**Module learning outcomes against learning and teaching methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Private Study** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Tutorial Lectures | **x** |  | **x** |  |  |  |  |  |
| Workshops | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

**Module learning outcomes against assessment methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Design Document | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Mini-Project | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

This module follows the latest practices and techniques in the design industry. Work by internationally renowned designers will be used in class for critiquing purposes.

**DIVISIONAL OFFICE USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
| 19/11/2021 | Minor | September 2022 | 2, 13, 14 |  |
|  |  |  |  |  |