

APPROVED

Bachelor of Arts (Honours) in Creative Digital Media
Faculty of Business and Humanities

Award Class					
Awards					
BA (Hons)					
Programme Code	CR_HMMED_8	Mode of Delivery	Full Time, ACCS	No. of Semesters	8
NFQ Level	8	Embedded Award	No	Programme Credits	240
Next Review Date					
Review Type				Date	
Programmatic Review				01/09/2021	
Department	MEDIA COMMUNICATIONS				
Field of Study	2130 - Multimedia				

Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

#	PO Domains	Programme Learning Outcome
PO1	Knowledge - Breadth	a fundamental understanding of the theory, concepts and methods in designing, creating, and deploying interactive media.
PO2	Knowledge - Kind	the application of theoretical, practical, and management skills to the design and implementation of interactive media solutions.
PO3	Skill - Range	the application of interactive media tools and techniques to solve complex design problems with creativity, imagination and confidence, by means of research, analysis, design, development, communication and management.
PO4	Skill - Selectivity	the ability to select, evaluate and apply appropriate technologies and methodologies to develop and implement an appropriate solution to meet the requirements of industry
PO5	Competence - Context	the ability to combine technical and conceptual skills to define a problem while employing creativity and innovation to implement solutions using appropriate design principles.
PO6	Competence - Role	the ability to work alone, or in a team, to manage a multimedia project through all stages, addressing design, technical, and management issues.
PO7	Competence - Learning to Learn	an ability to monitor and analyse the changing directions and technologies in the Interactive Media sector, and the ability and discipline to broaden and deepen their own knowledge base through further study, research and professional development.
PO8	Competence - Insight	a comprehensive understanding of the psychological, sociological and economic implications of Interactive Media for themselves, client groups, industry, and the community at large.

Semester Schedules

Year 1 / Semester 1

Mandatory				
Code	Title	Module Coordinator	Version	Credits
MMED6002	Creative Enterprise	VALERIE RENEHAN	3	5
CMOD6001	Creativity Innovation&Teamwork	MARESE BERMINGHAM	3	5
MMED6003	Design Basics - Still Image	VALERIE RENEHAN	3	5
MMED6004	Introduction to Digital Media	VALERIE RENEHAN	5	5
MMED6011	Moving Image & Sound	VALERIE RENEHAN	4	5
COMP6001	Web Design Basics	VALERIE RENEHAN	5	5

Year 1 / Semester 2

Mandatory				
Code	Title	Module Coordinator	Version	Credits
MMED6024	Interaction & Media	VALERIE RENEHAN	5	5
MMED6005	Introduction to AV Technology	VALERIE RENEHAN	5	5
MMED6010	Media Group Project	VALERIE RENEHAN	2	5
MMED6029	Multimedia Project Management	VALERIE RENEHAN	3	5

Group Elective 1				
Code	Title	Module Coordinator	Version	Credits
MMED6001	Animation Principles	VALERIE RENEHAN	2	5
MMED6013	Time Based Media Design	VALERIE RENEHAN	4	5

Group Elective 2				
Code	Title	Module Coordinator	Version	Credits
		VALERIE		

MMED6035	Creative Thinking and Design	RENEHAN	1	5
MMED6006	Film Language	VALERIE RENEHAN	2	5
Elective				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
FREE6001	Free Choice Module	PAUL GALLAGHER	3	5

Year 2 / Semester 1

Mandatory				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
MMED6017	<u>Creative Image Design</u>	VALERIE RENEHAN	3	5
MMED6030	<u>Digital & Analogue Technology</u>	VALERIE RENEHAN	4	5
COMP6011	<u>Interactive Scripting</u>	VALERIE RENEHAN	3	5
MMED6025	<u>Interpreting Sound & Music</u>	VALERIE RENEHAN	2	5
MMED6028	<u>Portfolio Development</u>	VALERIE RENEHAN	3	5

Elective				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
MMED6020	<u>Applied Animation</u>	VALERIE RENEHAN	3	5
MMED6021	<u>Cinematography</u>	VALERIE RENEHAN	2	5
FREE6001	<u>Free Choice Module</u>	PAUL GALLAGHER	3	5
MMED7014	<u>Web - Design & Implementations</u>	VALERIE RENEHAN	1	5

Year 2 / Semester 2

Mandatory				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
MMED6036	<u>Human Interface Design</u>	VALERIE RENEHAN	1	5
MMED6022	<u>Interactive Activities</u>	VALERIE RENEHAN	4	5
MMED6009	<u>Media, Culture and Society</u>	VALERIE RENEHAN	4	5
MMED6023	<u>User Experience Design</u>	VALERIE RENEHAN	2	5
MMED6027	<u>Work Placement Preparation</u>	VALERIE RENEHAN	3	5

Elective				
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<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
FREE6001	<u>Free Choice Module</u>	PAUL GALLAGHER	3	5
MMED6018	<u>Storytelling</u>	VALERIE RENEHAN	3	5
MMED6007	<u>User Interface Design</u>	VALERIE RENEHAN	3	5

Year 3 / Semester 1

Mandatory				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
MMED7001	<u>AV Technology</u>	VALERIE RENEHAN	4	5
MMED7003	<u>Developing Web Applications</u>	VALERIE RENEHAN	5	5
MMED7005	<u>Ethics & Aesthetics</u>	VALERIE RENEHAN	2	5
MMED7008	<u>Marketing & Media Law</u>	VALERIE RENEHAN	4	5
MMED7009	<u>Media Business Project</u>	VALERIE RENEHAN	3	5

Elective				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
MMED7004	<u>E-Learning</u>	VALERIE RENEHAN	4	5
MMED7006	<u>Experimental Video</u>	VALERIE RENEHAN	3	5
FREE6001	<u>Free Choice Module</u>	PAUL GALLAGHER	3	5
MMED7007	<u>Immersive Environments</u>	VALERIE RENEHAN	3	5

Year 3 / Semester 2

Mandatory				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
PLAC7016	<u>Work Placement - Digital Media</u>	VALERIE RENEHAN	1	30

Year 4 / Semester 1

Mandatory				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
MMED8007	<u>Digital Culture</u>	VALERIE RENEHAN	4	5
MMED8019	<u>Direction Concepts</u>	VALERIE RENEHAN	3	5
MMED8011	<u>Media Business & Enterprise</u>	VALERIE RENEHAN	4	5
MMED8021	<u>Multimedia System Development</u>	VALERIE RENEHAN	4	5
MMED8022	<u>Virtual Reality Technology</u>	VALERIE RENEHAN	5	5
Elective				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
FREE6001	<u>Free Choice Module</u>	PAUL GALLAGHER	3	5
MMED8008	<u>Independent Video Production</u>	VALERIE RENEHAN	2	5
MMED8026	<u>Tangible Computing</u>	VALERIE RENEHAN	2	5

Year 4 / Semester 2

Mandatory				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
MMED8005	<u>Ethics & Professional Practice</u>	VALERIE RENEHAN	2	5
MMED8003	<u>Final Year Multimedia Project</u>	VALERIE RENEHAN	3	15
MMED8027	<u>Usability and UX Evaluation</u>	VALERIE RENEHAN	1	5
Elective				
<i>Code</i>	<i>Title</i>	<i>Module Coordinator</i>	<i>Version</i>	<i>Credits</i>
MMED7011	<u>Content Management on the Web</u>	VALERIE RENEHAN	4	5
FREE6001	<u>Free Choice Module</u>	PAUL GALLAGHER	3	5
MMED8020	<u>Studio Technology</u>	VALERIE RENEHAN	3	5

ARTS8032	Video & Compositing	TRISH BRENNAN	5	5
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