

# Digital Content Development Course

**Tutor: Pete Rogers**

## **Introduction to the area of study**

This course will offer a working knowledge of Flash for interaction design and animation and an overview of integrating with web API's especially GoogleMaps. You will also be taught basic and extended skills in still image production, video editing and production, audio production and interface design. The course will build the student's knowledge towards producing a multimedia web site in the third year.

In addition to the essential technical aspects of the course, the emphasis will be on concept and narrative. During this course students will gain knowledge of image-making and awareness of interactive design possibilities. There is the potential here for the inclusion of animation, illustration, photography, audio, video and integration with web 2.0.

## **Learning Outcomes**

By the end of the course you should be able to apply:

- 1 An understanding of the relationship between technology, concept and design.
- 2 Critical awareness and sensitivity in relation to concept and design.
- 3 Conceptual and practical skills in the visualisation, structuring and production story boards and application flow diagrams.
- 4 A self-reflective approach to the ongoing constructive evaluation of your work.
- 5 The capability, knowledge and skills to work independently, flexibly and responsibly and to structure your time effectively with regard to deadlines.
- 6 A high level of communication skills with peers and staff.
- 7 A strong motivation and commitment to this area of study.

## **Learning Methods**

The first five weeks of this course will be spent in learning techniques suited to creating digital multimedia for location sensitive applications. In the second five weeks you will learn the basics of Flash 8 and will apply your newly learned skills in the creation of a Flash based website and audio tour. The emphasis will be on the creative and inventive.

## **Assessment**

Learning outcomes 1-5 will be assessed by examination of your practical work. The development of effective organisational, interpersonal and communication skills (learning outcomes 6-7) are encouraged by staff in practice sessions.

You will find full details of the requirements and the marking criteria to be applied in the Programme Handbook.

## **Assessment criteria for website design**

- The originality and/or ambition of project/concept
- Success in applying programme knowledge
- Organisation and time management