

Full Title:	Authoring for the web
Language of Instruction:	English
Module Code:	MEDA I8002
Credits:	10
Valid From:	Semester 1 - 2014/15 (September 2014)
Module Delivered in	2 programme(s)
Module Description:	This module will equip students with the visual design skills to create and integrate media assets to produce a cohesive and robust multimedia product. Students will also acquire the programming skills necessary to create user driven interactive multimedia applications.
Learning Outcomes:	
<i>On successful completion of this module the learner should be able to</i>	
<ol style="list-style-type: none"> 1. Demonstrate the ability to use an industry standard web development package. 2. Apply various human–computer interaction principles and user experience theory in a practical manner. 3. Develop a navigable multimedia product with various channels of communication from initial concept through to final published state. 4. Analyse user experience material of various web design practitioners and platforms from around the world 5. Produce an interactive multimedia experience based on an original concept. 	

Module Content & Assessment

Indicative Content

Programming for Interactive Multimedia

Students will learn how to control the use of multimedia assets (sound, video, photographs, animations, illustrations, text) and also how to detect and respond to user and system actions.

Assessment Breakdown

%

Course Work

100.00%

Full Time

Course Work

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Marks Out Of</i>	<i>Pass Marks</i>	<i>Assessment Date</i>	<i>Duration</i>
Project	Web development Practical based project	1,2,3,4,5	30.00	0	0	Week 12	0
Project	Web development Practical based project	1	10.00	0	0	Week 5	0
Presentation	Theory based project	4	10.00	0	0	n/a	0
Project	Students will design, develop and implement an interactive multimedia experience based on their own original concept.	1,2,3,4,5	40.00	0	0	Week 25	0
Oral Examination/Interview	During the course of the development of the Major Project, which constitutes this module's summative assessment, each student will present their work to the lecturer for formative feedback at regular milestones.	None	10.00	0	0	n/a	0

No Project

No Practical

No End of Module Formal Examination

DKIT reserves the right to alter the nature and timings of assessment

Module Workload & Resources

Workload: Full Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	1.00	Every Week	1.00
Practical	No Description	2.00	Every Week	2.00
Independent Study	No Description	3.00	Every Week	3.00
Total Weekly Learner Workload				6.00
Total Weekly Contact Hours				3.00

This course has no Part Time workload.

Resources

Recommended Book Resources

Adobe Creative Team, *ActionScript 3.0 for Adobe Flash Professional CS5 Classroom in a Book*, 1 Ed., Adobe Press [ISBN: 9780321704474]

Microsoft Press 2011, *HTML5 Step by Step*, Microsoft Press [ISBN: 0735645264]

Dan Saffer 2009, *Designing for Interaction: Creating Innovative Applications and Devices* [ISBN: 978-032164339]

Steve Krug 2005, *Don't Make Me Think: A Common Sense Approach to Web Usability* [ISBN: 978-032134475]

Russ Unger 2012, *A Project Guide to UX Design: For user experience designers in the field or in the making* [ISBN: 978-032181538]

This module does not have any article/paper resources

Other Resources

Website: *creativebloq*
<http://www.creativebloq.com/>

Website: *smashing magazine*
<http://www.smashingmagazine.com/>

Website: *the fwa*
<http://www.thefwa.com/>

Website: *webby awards*
<http://www.webbyawards.com/>

Website: *Republic of Code*
<http://www.republicofcode.com/>

Module Delivered in

Programme Code	Programme	Semester	Delivery
DK_IMCCM_8	<u>Bachelor of Arts (Hons) in Communications in Creative Media</u>	3	Elective
DK_IMMAT_7	<u>Bachelor of Arts in Media Arts and Technologies</u>	3	Elective