BIC3020-A module descriptor	
Module Title	Digital Media and Software
Credit Level	10 credits (RQF Level 3)
Session	2026/7 academic year
BDA occurrence	Semester 1 available at University of Bradford
BDB occurrence	Semester 1 available at University of Bradford
BDA occurrence	Semester 3 available at University of Bradford
BDB occurrence	Semester 3 available at University of Bradford

Transparency notice

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BIC3020-A module aims

This module introduces you to a range of digital media and software including Hypertext Mark-up Language (HTML), which is used to create and add functionality to webpages, and JavaScript, another widely used programming language.

You will explore a range of contemporary issues relating to digital media and platforms and use the knowledge and skills you acquire to produce a portfolio of digital work related to your proposed degree programme.

BIC3020-A module learning outcomes

No.	Students completing the module will be able to:
01	Define digital media and give examples of different types of media and the software packages that support them. .
02	Analyse how creative ideas are explored and conveyed using a variety of software and digital equipment.
03	Recognise and explain issues relating to the use and publication of digital media in given scenarios.
04	Produce a basic web page with some interactive features using HTML and JavaScript
05	Plan, storyboard and create a basic web page with some interactive features.

BIC3020-A module outline syllabus

History
an overview of the historical development of different digital media from the 1940s to the Information Age

Classification
an introduction to the different types and uses of digital media and software including: freeware, shareware, open/closed source, utility software

Development
the development cycle for digital media and software: requirement analysis, design, implementation, testing and evolution

Storyboarding
the use of storyboarding as a technique to support the development, production and presentation of piece of software

Digital production
focus on the skills required to translate ideas and assets (images, audio, text, video etc.) into digital media

Web design
understanding HTML, manipulation/insertion of digital assets, the basic structure of JavaScript code, using CSS, linking web pages/sites

Contemporary issues
censorship, copyright and intellectual property, privacy, anonymity, credibility, data protection, cyberbullying/trolling, responsibility for the moderation and management of user-generated content.

For more information, visit the VLE (**Canvas**) page, go to our **Reading Lists webpage for this module** or search **https://bradford.rl.talis.com** for this module.

BIC3020-A module notional learning hours

- 60 hours Directed Study
- 20 hours Lectures
- 20 hours Laboratories

The overall expected hours may include contact time, scheduled learning activity, directed and independent study and any minimum expectations for placement learning. Most learning at the University of Bradford has some online content and sessions which are delivered fully by virtual means are labelled as "online".

BIC3020-A module learning, teaching and assessment

Groups are small and classes are student-centred, task-based and interactive.

The classroom approach is explicitly designed to help international students acquire new knowledge and skills, to build their confidence and enable them to become more independent learners. By doing this consistently and across all modules, the programme provides them with a strong foundation for further study in their chosen subject area.

The approach is inclusive and recognises that students come from different backgrounds with a range of previous learning experiences and associated expectations, beliefs and behaviours. Teaching and learning methods are clearly explained so students understand why (where appropriate) they need to engage in new ways of learning and why those they have used or relied on up to this point may be less suited to supporting their ongoing development and their chances of success in UK Higher Education.

Formative work is an integral part of the approach. In class, students are set tasks that require them to apply their knowledge and skills, to think critically and to solve problems. The level of challenge is gradually increased as the students grow in confidence and Tutors help them to see that experimentation, trial and error are central to the learning process, providing constructive feedback on both what has been achieved and how.

Students are also expected to engage in independent study, to reflect on their own performance and to discuss this with their module tutor or personal academic tutor, who will provide support and advice and, when necessary, draw the attention of the Academic Management Team to a struggling student using the Students of concern process.

Assessment is based on authentic digital production activities that reflect creative industry practice.

The portfolio (100%) assesses Learning Outcomes 1-5 through the creation of digital artefacts, storyboards, web pages and reflective commentary.

Students are expected to demonstrate technical skills alongside understanding of ethical, legal and social issues affecting digital media.

Formative assessment is embedded through workshop critiques, design reviews and iterative submission opportunities.

Success is demonstrated through effective design, technical implementation, creativity and critical reflection.
To pass the module, students must achieve the University pass mark overall. Students who do not pass the first time will be given an opportunity to complete equivalent assessments that address the failed learning outcomes.

BIC3020-A mode of assessment			
Type	**Mode**	**Assessment description**	**Weight**
Summative	Coursework - Written	A portfolio that includes samples of digital work and the design and production of a web page (LO1, LO2, LO3, LO4).	100%

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