

Module Details	
Module Title	Digital Media and Software
Module Code	BIC3020-A
Academic Year	2022/3
Credits	10
School	UoB International College
FHEQ Level	RQF Level 3

Contact Hours	
Type	Hours
Directed Study	50
Lectures	20
Laboratories	30

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2
BDA	University of Bradford / Semester 3

Module Aims
<p>This course aims to introduce students to a range of digital media, and their uses and applications in different disciplines and sectors. It considers the software packages that support these and the digital platforms on which they are hosted. Students receive tuition in the use of digital media and use the skills they develop to produce a portfolio of digital work related to their proposed degree programme. They are introduced to the Hypertext Mark-up Language (HTML) used in the creation and display of pages on the World Wide Web and a programming language, JavaScript, to give added functionality to the web pages. Students will also engage with contemporary issues in the area of digital media and will be supported to develop digital production skills through practical workshops.</p>

## Outline Syllabus

History of media - old and new  
 The Information Age  
 Types and uses of digital media and software  
 Application software - freeware, shareware, open/closed source, utility  
 Software/media development life cycle - requirement analysis, design, implementation, testing, evolution. -  
 Storyboarding - production and presentation boards  
 Digital production skills - translating ideas and assets (images, audio, text, video etc.) into digital media -  
 Building a web page - understanding HTML, manipulation/insertion of digital assets, the basic structure of JavaScript code, using CSS, linking web pages/sites  
 Issues in the digital space - censorship, copyright and intellectual property, privacy, anonymity, credibility, data protection, cyberbullying/trolling, user-generated content.

## Learning Outcomes

Outcome Number	Description
1	Define 'digital media' and give examples of different types of media and the software packages that support them.
2	Analyse how creative ideas are explored and conveyed using a variety of software and digital equipment.
3	Recognise and explain issues relating to the use and publication of digital media in given scenarios.
4	Demonstrate competence with interactive web page design through the use of HTML and JavaScript.
5	Plan, storyboard and create a basic web page with some interactive features.

## Learning, Teaching and Assessment Strategy

Delivery is in small classes (max 18 students) and initially, tutors focus on delivery to the whole class. Students will move promptly to engaging in practical work with the tutor increasingly becoming a facilitator and guide for the students.

During the module, formative assignments will be set to provide students with detailed and helpful feedback. The students will be encouraged throughout to reflect on their own performance and the feedback they receive informs sessions with their personal tutor. The personal tutor monitors student performance and supports suggestions for improvement. The personal tutor can draw the senior team's attention to a struggling student through the 'at risk' process.

Summative assessment is achieved through the submission of a portfolio of evidence generated through the completion of a series of tasks set throughout the module.

## Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Portfolio/e-portfolio	A portfolio that includes samples of digital work and the design and production of a web page	100%

## Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*

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