

Digital Media Design BA (Hons) (Sept '12)

This course information relates to courses starting in September 2012.

Course code: B05511

Course category: Higher Education

End Qualification: BA (Hons) Digital Media Design

Hours: 9:00am – 5:00pm

Course duration: 1 year

Course aims:

This course is a one-year BA(Hons) top-up year for applicants who have successfully completed a two year HND or foundation degree in multimedia or digital media design.

Digital Media Design (multimedia) is one of the fastest growing industries within both the creative and technical fields. It is diverse, demanding and remains in a constant state of flux whilst consistently challenging our perceptions and sensory experiences. Diverse disciplines and practices lead to the production of a wide variety of digital media work including motion graphics, animation, 3D modelling, design for interactivity, or mobile technologies to name but a few.

The course provides students with the opportunity to further consider these disciplines and to build upon their previous multimedia design experience from a practical and theoretical perspective.

The underpinning of the course is the development of a practical and intellectual understanding of the subject to the point where students can successfully enter the professional world, or study at postgraduate level. Emphasis throughout is on building sound working methods and establishing strong critical judgement.

Remember applications for Higher Education courses must be made through UCAS, not directly to City College. See the how to apply section for more details.

Course content:

The course is subdivided into four main units - Cultural and Critical Studies, Multimedia Practice, Professional Practice and a self-initiated project. Multimedia Practice provides the foundation throughout the year. Students are encouraged to produce a range of multimedia outcomes that include interface design, screen design, time-based media, digital image making and authoring.

Students are expected to engage with the development of practical and theoretical project work, live competition projects and live briefs relating to working partnerships and business clients within industry.

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Projects test and develop visual communication and practical skills, and options enable students to structure part of their studies towards their particular interests. A practical appreciation of skills and techniques is encouraged alongside creative expression. Visiting professional designers play an important role, contributing to the lively culture of the course.

Syllabus

Professional and Personal Development
Cultural and Critical Studies
Exam project
Specialist Digital Media Design Practice

Facilities for students:

The course is delivered in a dedicated computer lab, equipped with up to date software for digital media design. Students also have access to the library and other services of the College and the University of Brighton.

Tutors:

The course is delivered by an experienced team of Digital Media academics and professionals, under the leadership of Micheál O'Connell.

Assessment: Assessment has a practical focus, through students' development of multimedia artefacts. This is underpinned by a requirement to reflect on relevant critical theory through extended pieces of written work.

Entry Requirements:

individual offers may vary

240 credits from a relevant level 5 qualification (FdA/HND).

Other:

Formal academic qualifications may not be required for applicants over 21 who can demonstrate appropriate experience and potential at interview.

Progression and links:

Students are able to develop a practical and intellectual understanding of the subject to the point where they can successfully enter the professional world, or study at postgraduate level. Graduates usually pursue careers either as freelance designers or work in a range of multimedia companies. Others take advantage of a variety of postgraduate opportunities, including teaching qualifications.

Work experience opportunities:

The course does not include a work placement, but has a strong work-related focus throughout. Visiting industry speakers add to the professional culture of the course.

Tuition fees for 2012/13:

The tuition fee for this course will be £7,500 for 2012 entry. Most students will be eligible for a loan from Student Finance England to cover the cost of fees, so most students are not expected to pay this amount upfront. For further information about fees please visit:<http://www.brighton.ac.uk/studentlife/money/2012entry>

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Disclaimer:

Although the information given is believed to be correct at the time of publication, it does not form any part of a contract between City College Brighton and Hove and the student. Courses may be subject to change.

Timetables are subject to change and you should check with your tutor prior to enrolment for the details of your timetable.

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