

Digital Media Design FdA (Sept '12)

This course information relates to courses starting in September 2012.

Course code: B08991

Course category: Higher Education

End Qualification: Foundation Degree (FdA_

Course duration: 2 years

Course aims:

Whether you have an interest in digital sound or video, website design, animation techniques, gaming, DVD authoring interactive CDs, this course offers an exciting and dynamic range of skill development covering both the creative and technical aspects of multimedia design.

It is broad-based and encompasses the full range of disciplines within the subject of multimedia.

The emphasis is on developing ideas and acquiring skills. Students learn to find innovative solutions to complex problems, gain confidence in handling a wide range of software, and become effective team workers, creative designers and excellent communicators, skilled in presenting themselves and their ideas.

The combination of modules develops the conceptual, analytical, contextual, technical and design skills required for entry to professional level. The flexible programme encourages students to develop specialisms and interests, and fosters professional attitudes and practice through studio-based and work-related learning. The course is supported by a solid technical base.

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:

This course covers the general principles of design development, multimedia digital technologies and current applications in electronic communications and audio-visual techniques. The programme includes live multimedia projects, and the opportunity to work in teams and with practising media professionals.

Syllabus

Year 1

Visual Communication

Visual Language

Design for the Web

Cultural and Critical Studies

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Time-based Media
Interactive Design

Year 2
Animation
Screen-based Design
Cultural and Critical Studies
Professional and Personal Development
Specialist Multimedia Practice

Facilities for students:

Mac suites with latest software
University and college library

Assessment: Assessment is through practical projects as well as written projects.

Entry Requirements:

Individual offers may vary

UCAS tariff:

160 points, from a minimum of one 6-unit qualification. Relevant A-level subjects. Level 3 Key Skills will count towards the tariff score.

International Baccalaureate:
individual assessment.

QAA-approved access course:
Foundation studies in Art and Design acceptable; subject-specific units.

GCSE (minimum grade C):
at least 3 subjects including English language and mathematics or a science.

For non-native speakers of English:
IELTS 6.0 overall, 6.0 in writing.

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

Pre-entry preparation:

LISTER, M. 2003. *New Media, A Critical Introduction*. USA & Canada: Routledge.
LEWANDOWSKY, P. & ZEISCHEGG, F. 2003. *A Practical Guide to Digital Design*. Ava Publishing.
MANOVICH, L. 2002. *The Language of New Media*. MIT Press.
McLUHAN, M. 2001. *Understanding Media*. London Routledge.

Progression and links:

The course is designed for those who wish to become well-qualified and highly skilled professionals within

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the multimedia industry. It provides a realistic platform from which to enter professional practice, whether by working in existing multimedia organisations or by forming new companies.

Students wishing to take their studies further may be able to progress to the BA(Hons) Multimedia top-up also available at City College Brighton and Hove.

Work experience opportunities:

Students have gained work experience in the local Brighton area as well as the BBC.

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>

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.