

BA (Hons) Applied Graphics Technology with Multimedia

(Year 3)

Graphic Design 1: Introduces the student to the theory and the practical application of screen based design principles associated with image choice and manipulation, typographic selection and colour choice.

Multimedia Systems and Media Editing: Provides the student with an understanding of the operation of multimedia systems and the principles and the techniques of image editing. The manner in which the performance of image applications are limited by multimedia systems is evaluated.

Human Computer Interface Design: Provides the student with an understanding of the processes of human computer interaction and interface design, with respect to the construction of interactive multimedia presentation software.

WWW Authoring Systems: Provides the student with an understanding of the processes of authoring media for uses within the World Wide Web/Internet structure.

Sequential Imagery Development: Introduces the basic principles involved in conceptualising and creating animated sequences and applying the methods used for creating navigation and interactivity within multimedia productions.

Project: Develops and integrates the technical and managerial skills gained from other units. The project consists of elements of planning, resource management, design, analysis, specification, implementation, validation (testing), group working and communication.

(Year 4)

Self-motivation, sensitivity, imagination and a sense of enquiry are fundamental to this honours degree year as the honours graduate is expected to work independently on open-ended problems. This is to equip him/her to gain wider access to employment within the media industries in management and art direction and also to prepare those who may wish to develop their own business.

Project 1 and 2: Integrates and builds on the knowledge and skills gained in other modules. The project demands the ability to work independently and in tandem with other specialists. The emphasis of the project is to develop an intellectual response to provide an appropriate graphic design solution within a structured timescale.

Design Studies 1 and 2: Provides a focus for the student to explore broader design issues in the context of multimedia design and production, encourages experimentation with alternative design concepts that reflect the changing environment of multimedia and presents these research areas by producing two elements of coursework

New Venture Creation: Examines the entrepreneurial processes required to plan, launch and sustain a new venture. The module investigates opportunity recognition and exploitation of a business opportunity.

Multimedia Learning Technologies and Interface Design: Reinforces and develops the skills and concepts associated with previous studies within the Human Computer Interface (HCI) Design and Multimedia Development modules. The module content will enable you to formally evaluate, and propose improvements to, existing software interfaces and to identify the requirements of HCI design in the area of computer assisted learning technology.