ADMISSION REQUIREMENTS

Candidates are required to already possess a Level 8 qualification (i.e. an honours degree) or equivalent. Basic computer and keyboard skills are essential. Familiarity with social media and media sharing platforms and services are desirable too, as well as an interest in video production, graphic design and/or interactive media.

This Certificate Award has been developed as a bridging route for applicants who are interested in undertaking the Department's 60 Master of Arts in E-learning Design & Development but who do not possess a Level 8 qualification in multimedia or digital media. Applicants should be aware that priority may therefore be given to applicants who are interested in undertaking this higher level programme in e-learning.

For more information about the Master of Arts in E-learning Design & Development, please see http://www.cit.ie/course/CRHELDE9

CERTIFICATE IN DIGITAL MEDIA DESIGN AND DEVELOPMENT

The Certificate in Digital Media Design and Development has been developed to equip graduates to design, develop, and implement a range of digital media technologies and solutions in response to the user and client needs. Graduates, consequently, will be able to operate as professionals within the wider digital media and multimedia industries and will have critical awareness of contemporary and emerging issues with regard to digital media and information and communication technology (ICT) in general.







ENQUIRIES TO

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MEDIA DESIGN AND DEVELOPMENT

Course Code CR_HDMTE_8



PROGRAMME BACKGROUND AND ORIENTATION

Digital media is all around us: in the web sites we visit, the social media we use, the computer and video games we play, the digital content we share and stream.

In this programme students are given a solid grounding in this vital but constantly field, gaining the ability to implement a range of digital media technologies and solutions in response to various requirements from users or clients.

While the certificate is a standalone award, it has been developed as a bridging route for applicants interested in undertaking the department's 60 credit Master of Arts in E-learning Design & Development. It is therefore intended that learning gained in the programme should serve as a foundation for further specialisation in the area of e-learning and technology-enhanced learning.

PROGRAMME AIM AND OBJECTIVES

This is a single semester programme leading to the award of a Level 8 Certificate. Under the ACCS scheme, students can gain credits for each module successfully completed and accumulate those credits over time.

The formal aim of the programme is to equip graduates with the knowledge, skills and competences to design, develop, and implement a range of digital media technologies and solutions in response to user and client needs.

Graduates will be qualified to operate as professionals within the wider digital media industry while also having the ability to evaluate own practice and to direct their own continuing professional development requirements in this rapidly changing field. The programme will also provide students with a critical awareness of broader contemporary and emerging issues with regard to digital media and information and communication technology (ICT) in general.



CERTIFICATE IN DIGITAL MEDIA DESIGN AND DEVELOPMENT

PROGRAMME STRUCTURE

Further detail with regard to recommended resources, average weekly workload, and assessment tasks is available at http://www.cit.ie/course/CRHDMTE8

The course is delivered full-time over one single semester, which runs from September to December. The curriculum consists of five mandatory modules and one single elective as follows:

MANDATORY MODULES

Module Code	Module Title	Credits
MMED8025	Multimedia Production	5
MMED7004	E-Learning	5
COMP6001	Web Design Basics	5
MMED6011	Moving Image & Sound	5
MMED8006	Creative Strategies	5

Elective Modules (students choose one only)

Module Code	Module Title	Credits
EDUC9018	Equality: Policy & Practice	5
MMED7008	Marketing & Media Law	5
MMED8007	Digital Culture	5
MMED6025	Interpreting Sound & Music	5
MMED6004	Introduction to Digital Media	5
MMED6030	The Analogue & Digital Domain	5

Please note not all of the above elective modules will be available every time the programme is offered.