

**NEW ZEALAND INSTITUTES OF TECHNOLOGY AND POLYTECHNIC  
QUALIFICATIONS IN INFORMATION & COMMUNICATIONS TECHNOLOGY**

**PRESCRIPTION: DD600 DIGITAL MEDIA DESIGN**

AIM OF MODULE:	To provide the student with an understanding of the techniques involved in the creation and development of various media components, including digital graphic design, typographical elements, audio and video components.
CREDITS:	7
STUDENT LEARNING HOURS:	70
CONTENT REVISED:	July 2010
PRESCRIPTION EXPIRY DATE:	November 2013

**Level and Assessment Schedule**

TOPICS	Highest Skill Level				Suggested Assessment Percentage
	R	C	A	P	
1. Design Principles		*			30
2. Media Design			*		30
3. Media Development			*		40
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## LEARNING OUTCOMES

The student will:

- C 1. Describe the history and evolution of digital media, and outline current trends and methods of design, and demonstrate an understanding of the fundamental principles of design theory
- A 2. Design compositions for a wide variety of media components, and create and demonstrate effective layout techniques
- A 3. Develop and optimise a number of varied media components

## CONTENT

### 1. Design Principles

- Describe the history and evolution of digital media, and describe a variety of media components.
- Identify and discuss current trends and design techniques, and discuss ideas for more effective and efficient design strategies.
- Demonstrate an understanding of the principles of colour theory, and identify appropriate combinations of colour.
- Outline various techniques in visual communication.

### 2. Media Design

- Design a range of media components.
  - Graphic Design
  - Typographic Elements
  - Audio Editing
  - Video Sequences
- Create sample screen layout designs.
- Review designs

### **3. Media Development**

- Implement existing designs, and develop a range of media components.
- Demonstrate the optimisation of media components.
- Review media components.