

MODULE DESCRIPTOR

MODULE TITLE	INTRODUCTION TO VISUAL MEDIA TECHNOLOGIES		
MODULE CODE	GR1002 (L4)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims:

- a) To introduce students to the history and evolution of visual media technologies.
- b) To provide students with a broad understanding of the principles and technologies used in visual media production.
- c) To introduce students to the basic principles of photography
- d) To equip students with practical skills and experience in using various software and hardware tools commonly used in photography and visual media production.
- e) To encourage students to start thinking critically about the ethical and social implications of visual media technologies.

MODULE CONTENT

Indicative syllabus content:

This module is designed to provide students with a broad understanding of the technologies used in visual media and photography, including the creation, capturing and manipulation of images, web graphics, illustrations, videos, and other visual media content. Students will learn about the history and evolution of visual media technologies, as well as current trends and emerging technologies in the field.

The module will cover topics such as the principles of digital image processing, color theory, graphic design, photography, editorial design and basic digital video editing. Students will also explore the role of visual media technologies in various industries, including advertising, web design, entertainment, publishing, and journalism.

Throughout the module, students will have the opportunity to gain hands-on experience with various software and hardware tools commonly used in visual media production, manipulation and editing. They will also be encouraged to think critically about the ethical and social implications of visual media technologies, such as issues of representation and the impact of media on society.

By the end of the module, students will have developed a solid foundation in visual media technologies and will be prepared to for further studies in this exciting and rapidly evolving field.

INTENDED LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

1. Identify the different types of visual media content, their use and social implications.
2. Develop an understanding of the fundamental principles and technologies used in visual media content development.
3. Apply knowledge and skills of basic photography and visual media production technologies and tools.
4. Assess the technical and aesthetic quality of visual media content.

TEACHING METHODS

The teaching approach will incorporate a mix of lectures, hands-on workshops, studio sessions, group discussions, reading, problem-solving, researching, and individual exercises, allowing students to explore and develop their skills and knowledge in a range of contexts related to the subject area.

The module will also include opportunities for students to engage in both independent study and peer-to-peer learning activities. Student preparation and participation will play an important role in the overall learning environment. Substantial preparation will be required. Students will need to be prepared to apply concepts learned throughout the module, integrate them into projects, and use their thinking skills, logical analysis, and creativity.

The assessment methods are diverse, including both practical assignments and written reports, ensuring that students are assessed on a range of skills and knowledge. The assessments will be designed to measure both the mastery of technical skills and the ability to evaluate visual media content.

Students are required to attend all timetabled learning activities for this module. Participation in the workshops is important for both their learning experience and that of their classmates.

ASSESSMENT METHODS

This module is assessed through one Individual Report and one Individual Portfolio.