

FdA / BA (Hons) Photography Yr. 2

Module Title:	Web-based Media
Module Code:	FDPH05I / BAPH05I
Level:	5
Credits:	15
Overall Teaching and Learning hours:	150

Module Description:

This module is designed to introduce students to the innovative developments in communication and commercial transaction via the internet, and, more specifically, websites. The foundations for the effective application of image and textual matter to screen-based media resulting in the practical solving of provided communication issues.

This will be achieved through a combination of digital workshop activity, and analysis of current commercial practice and theory. A portion of this material will be presented in the form of a paper-based documentation, and on-screen designed information using appropriate software.

Indicative Content:

- Visual communication, using images for multimedia platforms
- Use of associated software and data mechanisms and coding
- Principles of social and digital media for business
- Understanding the architecture of web developments
- Analysis of effective communications: Design, Community and Connection
- Exploration of effective text, imagery, readability, and social context (SMO)
- Understanding search engine optimisation (SEO) and content marketing (feeds and strategies)
- Registration of domain name and domain hosting
- Analysing web statistics (Google Analytics)
- Financial and tax related issues
- Legal, ethical and copyright regulations
- Health and Safety in the workplace

Learning and Teaching Methods:

This module will be delivered through the following teaching and learning methods:

- Tutor and Student Presentations.
- Reflective evaluation of your own development.
- Individual and group tutorials and critiques, with staff and peer groups.
- Guided and self-directed research and contextual study.
- Visiting speakers.

Specific Learning Resources:

Digital Photography Studio; Computing Workshop

Module Specifications: UCC School of Art

Module Learning Outcomes

Subject Specific Learning Outcomes

On successful completion of this module you will be able to:

LO 1	Analyse website design and related marketing/commercial issues.
LO 2	Provide evidence of competent health & safety practice.
LO 3	Record a range of visual and written research activity.
LO 4	Select and use appropriate web technologies to select, create, and develop concepts.

Assessment Title or element	Weighting (%)
Written and illustrated file: Sketchbook with annotated entries covering all aspects of the module. Critical self-appraisal (word processed on template from Moodle)	20%
Material Outcomes: <ul style="list-style-type: none">• Online website including blog, embedded social media and e-commerce solution.• Printed screenshots of each page of the website. Stapled and signed on each page.• Critical essay of 500 words on 'The poor Image' following academic standards.	80%