

Programme Overview

This programme empowers learners to become skilled and versatile digital media designers by blending creative processes, technical expertise, and cultural awareness. It provides a comprehensive foundation in digital media design, enabling learners to create impactful, audience-focused solutions across a range of platforms. By engaging with contemporary tools, design principles, and industry standards, students will cultivate their ability to produce quality, innovative work that balances functionality and aesthetics.

With an emphasis on iterative processes, ethical practices, and inclusivity, the programme encourages learners to approach design challenges holistically. Students will explore the intersection of creativity, technology, and cultural narratives, preparing them to craft solutions that resonate with diverse audiences and evolving industry demands. Graduates will emerge as adaptable, forward-thinking designers ready to contribute meaningfully to the global creative landscape.

GPO1 Apply a range of technical skills and technologies to extend capabilities to design, produce and present digital media creative work.

GPO2 Apply professional practices and creative processes of discovery, conceptualisation, review, iteration, prototyping and presentation to design digital solutions in response to a project brief.

GPO3 Apply knowledge of the elements and principles of digital media design practice to evaluate the quality of design solutions.

Course 1: Visual Media Design

- [Course Map](#)

Aim

This course aims to provide learners with foundational knowledge and skills in static media design, focusing on raster and vector graphics, typography, and incorporating cultural perspectives into creative work. Learners will develop the ability to create and evaluate visual designs that are optimised for both print and digital media.

Purpose

Learners will acquire the technical and conceptual tools necessary to produce visual designs that communicate effectively, align with industry standards, and honour cultural considerations. The course introduces foundational design processes and principles that will support further exploration in interactive and time-based media.

Learning Outcomes and Weightings

1. Apply raster and vector graphic skills to create design system components. *(GPO1, 5cr)*
2. Apply typographic treatments to enhance readability and visual hierarchy in creative work. *(GPO1, 4cr)*
3. ~~Prepare and optimise raster images for digital and print outputs. *(GPO1, 3cr)*~~
4. Incorporate cultural perspectives and ethical considerations to create inclusive design solutions. *(GPO2, 4cr)*
5. Apply a structured design process in response to design challenges. *(GPO2, 4cr)*
6. Evaluate design solutions based on industry trends, emerging technologies, and best practices. *(GPO3, 3cr)*

Indicative Content

1. **Raster and Vector Graphics**
 - Image editing and manipulation using software like Photoshop and GIMP.
 - Vector graphic creation and refinement using tools like Illustrator and Inkscape.
 - Combining raster and vector elements in composite designs.
2. **Typography and Layout**
 - Typography principles: readability, hierarchy, and spacing.
 - Font pairing and typeface selection.
 - Applying grids and alignment for balanced layouts.
3. **Preparation and Optimisation**
 - Exporting raster images for digital use (JPEG, PNG, SVG).
 - Preparing files for print: colour modes, resolution, and file formats (CMYK, PDF).
 - Compression techniques for efficient file storage and transfer.
4. **Cultural Considerations**
 - Incorporating motifs and design approaches inspired by te ao Māori.

- Aligning design solutions with te Tiriti o Waitangi principles.
- Ethical considerations in the use of cultural imagery.

5. Design Processes

- Ideation techniques such as mind mapping and brainstorming.
- Structured design workflows, including waterfall methodologies.
- Concept development and peer review.

6. Evaluation and Trends

- Assessing design work against industry benchmarks.
- Analysing historical and contemporary design trends.
- Best practices in static media design.

Indicative Content condensed:

- Raster and vector graphics creation and manipulation
 - Typography principles and layout techniques
 - Preparing images for various outputs (print vs. digital)
 - Integrating te ao Māori perspectives and ethical frameworks
 - Structured design workflows (ideation, review, refinement)
 - Evaluating solutions against best practices and industry standards
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Assessment 1: Concept Development and Evaluation

Title: "Designing a Visual Identity for a Cultural Event"

Context:

The local authority is organising an annual cultural event celebrating the diverse communities and traditions in the area. You are tasked with conceptualising a visual identity for the event, focusing on inclusivity, cultural representation, and ethical design.

Description:

You will research the cultural significance of the event, create a mood board, and prepare a design brief. You will also evaluate your initial ideas, emphasising how your concepts honor cultural narratives and align with the event's goals.

Deliverables:

1. **Mood Board (Visual Summary):** A curated collection of visual inspirations, including cultural motifs, colour palettes, typography, and other design elements relevant to the event.
2. **Design Brief:** A written document (500–700 words) that outlines the event’s purpose, target audience, key design objectives, and ethical considerations related to cultural representation.
3. **Initial Evaluation Report:** A critique (500–700 words or 3–5 minutes) of the proposed visual identity, focusing on its alignment with the event’s goals, cultural inclusivity, and ethical implications.

Weighting: 40%

- Mood Board: 15%
- Design Brief: 15%
- Evaluation Report: 10%

Assessment Objectives:

- Research and develop culturally informed design concepts.
- Articulate the design process and objectives for the cultural event.
- Evaluate design ideas for cultural representation, inclusivity, and ethical considerations.

Assessment 2: Design Output and Reflection

Title: "Delivering the Visual Identity for a Cultural Event"

Context:

Building on the concepts developed in Assessment 1, you will create a cohesive visual branding system for the cultural event. This includes a logo, promotional materials, and a reflection on the design process and outcomes.

Description:

You will produce a quality visual branding system that includes a logo, two promotional items (e.g., poster, flyer, or digital banner), and optimised files for both print and digital use. You will reflect on your design process, highlighting iterations, feedback integration, and how their outputs meet the event’s objectives and standards.

Deliverables:

1. **Design Outputs:**

- **Logo:** A vector-based logo representing the event’s theme and cultural focus.
- **Promotional Materials:** Two items (e.g., event poster, flyer, or social media banner) showcasing the application of the logo and design principles.
- **Optimized Files:** Print-ready and web-ready versions of the outputs.

2. **Reflection Report:**

A written (1,000–1,500 words) or video (5–7 minutes) reflection discussing the design process, iterations, feedback incorporation, and how the final outputs align with the event’s goals and professional standards.

Weighting: 60%

- Design Outputs: 45%
- Reflection Report: 15%

Assessment Objectives:

- Apply technical skills to produce cohesive and optimized design solutions.
- Integrate cultural narratives and ethical considerations into visual branding.
- Reflect on and evaluate the creative process and outputs against professional benchmarks.

Overall Breakdown by Learning Outcome

Learning Outcome	Addressed in Assessment	Total Weighting (%)
L01: Raster and vector graphic skills	Assessment 2	25%
L02: Typographic treatments	Assessment 2	20%
L03: Prepare and optimise raster images	Assessment 2	15%
L04: Cultural perspectives and ethical design	Both (1: 15%, 2: 10%)	25%
L05: Structured design process	Assessment 1	15%
L06: Evaluate design solutions	Both (1: 10%, 2: 5%)	15%

Course 2: Interactive Digital Media

- Course Map

Aim

This course aims to build on foundational design skills by introducing interactive media technologies and processes, enabling learners to create and evaluate dynamic digital experiences. Learners will explore usability principles, prototyping, and optimisation techniques for interactive solutions.

Purpose

Learners will develop the skills and processes needed to design and produce user-centred interactive solutions, applying industry benchmarks and style guides. The course encourages iterative approaches to problem-solving and prepares learners to address design challenges in digital environments.

Learning Outcomes and Weightings

1. Apply contemporary technologies to produce interactive solutions. *(GPO1, 4cr)*
2. Use prototyping tools to design and present interactive solutions. *(GPO1, 4cr)*
3. Apply an iterative design process in response to interactive design challenges. *(GPO2, 4cr)*
4. Evaluate the effectiveness of usability heuristics in user interface design. *(GPO2, 4cr)*
5. Apply industry benchmarks, style guides, and frameworks to maintain design quality and consistency. *(GPO3, 4cr)*

Indicative Content

1. **Contemporary Web Technologies**
 - HTML, CSS, and JavaScript fundamentals for interactive content.
 - Frameworks and libraries (e.g., OOCSS, BEM, tailwind, Bootstrap, React).
 - Responsive design principles and accessibility guidelines.
2. **Prototyping Tools**
 - Wireframing with tools like Figma, Sketch, or Adobe XD.
 - Prototyping interactions and transitions for user interfaces.
 - Testing and iterating on prototype feedback.
3. **Digital Asset Optimisation**
 - Preparing and optimising raster images for web use.
 - Compression techniques for faster load times.

- Understanding web standards and image formats.

4. Usability Principles

- Overview of usability heuristics (e.g., Nielsen's principles).
- Designing for user-centred experiences.
- Evaluating interactive solutions for usability and effectiveness.

5. Iterative Design Processes

- Agile and iterative workflows for interactive design.
- Conceptualising, testing, and refining digital solutions.
- Documenting design iterations and final decisions.

6. Industry Benchmarks

- Applying style guides and frameworks to ensure design consistency.
- Maintaining quality across platforms and devices.
- Evaluating existing interactive solutions for inspiration and improvement.

Indicative Content condensed:

- HTML/CSS/JS fundamentals and responsive design
 - Prototyping and wireframing tools (e.g., Figma, Adobe XD)
 - Iterative workflows, agile methodologies, and feedback loops
 - Usability principles and heuristic evaluations
 - Applying style guides and frameworks for consistency
 - Testing and refining interactive user experiences
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Assessment 1: Concept Development and Usability Evaluation

Title: "Designing an Interactive Solution for a Local Business"

Context:

A local business is seeking to enhance its digital presence by creating an interactive solution that improves customer engagement. This could include a responsive website, an interactive menu or product showcase, or an online booking platform. Learners will develop the concept for this solution and evaluate usability to ensure it meets the business's needs and supports its goals.

Description:

You will conceptualise an interactive digital solution tailored to the local business, such as a café, retail store, or service provider. You will develop wireframes and a design brief and conduct a

usability evaluation to ensure the solution aligns with customer expectations and business objectives.

Deliverables:

1. **Wireframes:** Low-fidelity wireframes (e.g., sketches or digital wireframes) illustrating the key pages or features of the interactive solution, such as the homepage, product/service showcase, or contact/booking page.
2. **Design Brief:** A document (500–700 words) outlining the solution’s purpose, target audience, business goals, and proposed key features.
3. **Usability Evaluation:** A report (700–1,000 words) critiquing the wireframes based on usability heuristics (e.g., Nielsen’s principles) and accessibility standards, with a focus on enhancing the user experience.

Weighting: 40%

- Wireframes: 15%
- Design Brief: 15%
- Usability Evaluation: 10%

Assessment Objectives:

- Develop user-centred concepts for an interactive solution tailored to the local business’s needs.
- Create wireframes to visually communicate design ideas.
- Evaluate usability and accessibility to ensure the solution supports customer engagement and business goals.

Assessment 2: Interactive Prototype and Reflection

Title: "Delivering an Interactive Digital Solution for a Local Business"

Context:

Building on the concept and usability feedback from Assessment 1, learners will create a functional prototype of the interactive solution for the local business. This could include a responsive web design, an interactive product showcase, or a booking system, depending on the business’s focus.

Description:

You will develop and present a functional prototype for the business’s digital solution, ensuring that it aligns with user needs, accessibility standards, and the business’s objectives. You will reflect on your design process, highlighting how feedback and usability principles informed their final

product.

Deliverables:

1. Interactive Prototype:

- A mid- to high-fidelity prototype created using tools such as Figma, Adobe XD, or similar software.
- The prototype should include functional navigation and key features relevant to the business, such as product browsing, booking, or contact forms.

2. Reflection Report:

A written (1,000–1,500 words) or video (5–7 minutes) reflection discussing the development process, iterations, feedback integration, and how the solution aligns with the business’s goals and user expectations.

Weighting: 60%

- Interactive Prototype: 45%
- Reflection Report: 15%

Assessment Objectives:

- Apply design and prototyping tools to create a professional interactive solution for a local business.
- Ensure the solution supports usability, accessibility, and business objectives.
- Reflect on and evaluate the design process and final product against user-centred design principles and business needs.

Overall Breakdown for Course 2

Learning Outcome	Addressed in Assessment	Total Weighting (%)
L01: Apply contemporary technologies	Assessment 2	20%
L02: Use prototyping tools	Assessment 2	15%
L03: Iterative design process	Both (1: 10%, 2: 10%)	20%
L04: Usability heuristics evaluation	Assessment 1	20%
L05: Industry benchmarks and frameworks	Both (1: 10%, 2: 15%)	25%

Course 3: Time-based Media Design

- [Course Map](#)

Aim

This course aims to equip learners with the skills and knowledge to design, develop, and evaluate dynamic motion media solutions. Learners will explore animation, video production, and narrative techniques, focusing on storytelling and optimising media for multiple platforms.

Purpose

Learners will apply animation principles, storyboarding, and contemporary software tools to create engaging video narratives. The course fosters the ability to assess the quality and effectiveness of motion design solutions, ensuring alignment with professional standards and audience needs.

Learning Outcomes and Weightings

1. Apply animation principles to create animated compositions. *(GPO1, 5cr)*
2. ~~Optimise video output for quality and accessibility across platforms. *(GPO1, 3cr)*~~
3. Develop video narratives using contemporary software tools and storyboarding techniques. *(GPO1, 3cr)*
4. Evaluate narrative approaches in video content for clarity and engagement. *(GPO2, 4cr - GPO3, 3cr)*
5. Discuss cultural narratives to enhance depth and authenticity of storytelling. *(GPO2, 5cr)*
6. ~~Assess the effectiveness of animated and video design solutions in achieving project objectives. *(GPO3, 3cr)*~~

Indicative Content

1. **Animation Principles**
 - Basics of animation: timing, spacing, and anticipation.
 - Keyframe animation techniques in software like After Effects.

- Application of motion paths and easing for smooth transitions.
2. **Storyboarding and Narrative**
 - Developing storyboards to visualise sequences.
 - Elements of storytelling: plot, pacing, and character.
 - Structuring narratives to engage target audiences.
 3. **Video Production**
 - Recording techniques for high-quality video.
 - Editing workflows in tools like Premiere Pro or DaVinci Resolve.
 - Incorporating audio and visual effects into compositions.
 4. **Optimisation Techniques**
 - Export settings for various platforms (social media, web, cinema).
 - Maintaining visual and audio quality across formats.
 - Ensuring accessibility (e.g., captions, transcript files).
 5. **Emerging Trends**
 - Interactive video and augmented reality integration.
 - Industry practices for cinematic storytelling.
 - Sustainable video production practices.
 6. **Evaluation of Motion Design**
 - Comparing different narrative approaches in video content.
 - Identifying effective use of motion and transitions.
 - Benchmarking motion solutions against industry standards.

Indicative Content condensed:

- Keyframe animation, timing, and easing principles
 - Storyboarding, narrative structure, and character development
 - Video production techniques and editing workflows
 - Incorporating cultural narratives and maintaining ethical storytelling practices
 - Exporting and optimizing video content for diverse platforms
 - Evaluating motion solutions against industry benchmarks
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Assessment 1: Concept Development and Narrative Evaluation

Title: "Creating a Storyboard and Narrative for a Social Awareness Campaign"

Context:

A local community organisation is launching a social awareness campaign to address a pressing issue, such as environmental conservation, mental health awareness, or cultural inclusivity. Learners are tasked with developing a concept and narrative for a motion-based media project (e.g., animation or video) that communicates the campaign's message effectively and engages the target audience.

Description:

You will research the campaign's objectives, target audience, and key message to develop a storyboard and a written narrative. You will also evaluate your narrative approach for clarity, engagement, and cultural sensitivity.

Deliverables:

1. **Storyboard:** A visual storyboard with a minimum of 6–8 frames that outlines the motion sequence, including key scenes, transitions, and visual elements.
2. **Written Narrative:** A script or written outline (500–700 words) describing the story, characters (if applicable), and message.
3. **Narrative Evaluation:** A critique (700–1,000 words or 3–5 minutes) of the storyboard and narrative, assessing its effectiveness in engaging the audience, delivering the campaign's message, and aligning with cultural and ethical considerations.

Weighting: 40%

- Storyboard: 15%
- Written Narrative: 15%
- Narrative Evaluation: 10%

Assessment Objectives:

- Develop a compelling narrative and storyboard that align with the campaign's objectives.
- Ensure the narrative communicates the message clearly and engages the target audience.
- Evaluate the narrative approach for cultural sensitivity and ethical alignment.

Assessment 2: Motion Media Output and Reflection

Title: "Producing and Evaluating a Motion Media Solution for a Social Awareness Campaign"

Context:

Building on the storyboard and narrative developed in Assessment 1, learners will create a motion-based media piece (e.g., animation or video) to support the social awareness campaign. The final output should align with the campaign’s objectives, engage the audience, and incorporate feedback from the earlier assessment.

Description:

You will produce a short motion-based media solution (e.g., a 30–60 second animation or video) optimised for social media, websites, or public screenings. You will reflect on the production process, discussing iterations, feedback integration, and how their final product aligns with the campaign goals.

Deliverables:

1. Motion Media Output:

- A 30–60 second animated or video production that conveys the campaign’s message.
- The output should demonstrate effective use of animation principles, transitions, and narrative techniques.
- Final files should be optimised for digital platforms (e.g., MP4 format).

2. Reflection Report:

A written (1,000–1,500 words) or video (5–7 minutes) reflection discussing the production process, feedback integration, and how the final output aligns with the campaign’s objectives and professional standards.

Weighting: 60%

- Motion Media Output: 45%
- Reflection Report: 15%

Assessment Objectives:

- Apply motion design and video production techniques to create an engaging media piece.
- Communicate the campaign’s message effectively through narrative and visual storytelling.
- Reflect on the design and production process, evaluating the final output against campaign objectives and professional benchmarks.

Overall Breakdown for Course 3

Learning Outcome	Addressed in Assessment	Total Weighting (%)
L01: Animation principles	Assessment 2	25%
L02: Optimizing video output	Assessment 2	10%

L03: Video narratives and storyboarding	Both (1: 10%, 2: 15%)	25%
L04: Evaluate narrative approaches	Assessment 1	30%
L05: Cultural narratives	Assessment 1	20%
L06: Assess motion design solutions	Assessment 2	10%

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