

Course Title: **Moving Image Communication**

Course Code: **DIGM601**

Descriptor Start Date: **01/01/2021**

POINTS: **15.00**

LEVEL: **6**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Develops conceptual and practical skills in moving image production as they apply to a range of applications and platforms. Identifies concepts of time, space, motion and change relevant to digital media and applies these concepts to the development of moving image sequences. Develops an understanding of time-based, spatial and composite moving image narrative structures in their application to digital communication objectives. Introduces digital compositing as a key operation and logic of contemporary visual culture.

LEARNING OUTCOMES

1. Assess key notions of time, space, motion and change related to the creation of digital moving image.
2. Classify principle narrative forms for moving image constructs.
3. Identify and evaluate visual and aural communication strategies in moving image pieces, and apply these strategies to own work.
4. Conceive, plan, produce and deliver a digital composite combining motion, still and audio assets.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

Content may include but need not be limited to:

- The moving image and key notions of time, space, motion and change
- Digital narrative for moving image: form, structure, context and application
- Communicative messages in motion: strategies and techniques
- Linear vs. nonlinear moving image
- Moving image platforms, media and assets
- Essential moving image production techniques
- Kickstarter moving image techniques and workflows
- Motion Graphics principles and strategies
- 2D/3D compositing
- Audio-to-vision technique

LEARNING & TEACHING STRATEGIES

Integrated labs with lectures, workshops and online tutorials.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Assessment 1: Moving Image Composite	40.00	1-4
Assessment 2: Moving Image Project	60.00	1-4

Grade Map	MAP1 A+ A A- Pass with Distinction B+ B B- Pass with Merit C+ C C- Pass D Fail
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Overall requirement/s to pass the course:

Submit all assignments and obtain a C- grade overall

LEARNING RESOURCES

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For further information, contact: Te Ara Auaha - Faculty of Design & Creative Technologies

Principal Programme:	AK3303, Bachelor of Communication Studies
Related Programme/s:	AK1315 AK3453 ICE1 INEXCH1 SABRD1

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