

Module Synopses

Advanced Diploma in Digital Media Design and Communication

Awarded by Nanyang Institute of Management

Total numbers of Modules - 13

Module & Description	Hours
<p>1. Digital and Social Media Marketing</p> <p>Understand the principles and strategies of digital and social media marketing. Develop skills in creating effective marketing campaigns for digital platforms. Analyse and interpret digital marketing metrics to measure campaign success and make data-driven decisions.</p> <p>Assessment weighting: Coursework 100%</p>	45
<p>2. Digital Art Design</p> <p>Utilise digital tools and software to create visually stunning and innovative digital artwork. Understand and apply principles of composition, colour theory, and visual aesthetics in digital art. Demonstrate proficiency in creating digital illustrations, graphic designs, or multimedia artwork.</p> <p>Assessment weighting: Coursework 100%</p>	45
<p>3. English Language for Arts Education</p> <p>Develop effective written and verbal communication skills specific to the arts and design field. Write clear and concise descriptions, critiques, and analyses of artworks. Present ideas and concepts confidently in verbal presentations and discussions related to arts education.</p> <p>Assessment weighting: Coursework 100%</p>	45
<p>4. Interactive Computer Graphics</p> <p>Gain a solid understanding of the principles and techniques of interactive computer graphics. Develop the ability to create interactive and visually engaging graphics using programming languages and tools. Apply interactive graphics techniques to create immersive and interactive digital media experiences.</p> <p>Assessment weighting: Coursework 100%</p>	45

Module & Description	Hours
<p>5. Media and Marketing Communication</p> <p>Understand the theories and practices of media and marketing communication. Develop effective communication strategies to engage target audiences through various media channels. Analyse and evaluate the impact of media and marketing communication campaigns.</p> <p>Assessment weighting: Coursework 100%</p>	45
<p>6. Media Production and Management</p> <p>Gain practical skills in planning, producing, and managing media projects. Understand the production process and develop project management skills specific to media production. Collaborate effectively with team members and manage resources for successful media production.</p> <p>Assessment weighting: Coursework 100%</p>	45
<p>7. Creative Writing for Media</p> <p>Write engaging and effective scripts for film, television, or digital media platforms. Develop storytelling skills and techniques for different media formats. Adapt written work to suit specific media requirements while maintaining artistic integrity.</p> <p>Assessment weighting: Coursework 100%</p>	45
<p>8. Mobile Apps Development</p> <p>Gain proficiency in mobile app development frameworks, languages, and platforms. Design and develop user-friendly and functional mobile applications for iOS and Android platforms. Implement best practices for mobile app design, including UI/UX considerations, performance optimization, and testing.</p> <p>Assessment weighting: Coursework 100%</p>	45
<p>9. Motion Graphics and Game Design</p> <p>Acquire skills in motion graphics creation and game design principles. Develop proficiency in creating visually appealing and dynamic animations for digital media. Apply storytelling techniques and game mechanics to design engaging interactive experiences.</p> <p>Assessment weighting: Coursework 100%</p>	45
<p>10. UI and UX Design</p> <p>Develop the ability to create intuitive and user-friendly user interfaces (UI) for digital media. Understand user experience (UX) design principles and apply them to enhance usability and user satisfaction. Conduct usability testing and iterate designs based on user feedback for optimal UI/UX design.</p> <p>Assessment weighting: Coursework 100%</p>	45

Module & Description	Hours
<p>11. Visual Effects and Animation</p> <p>Gain skills in creating visual effects and animations for digital media projects. Understand the principles and techniques of 2D and 3D animation. Apply post-production techniques to enhance visual effects and create impactful animations.</p> <p>Assessment weighting: Coursework 100%</p>	45
<p>12. Web Design and Development</p> <p>Gain proficiency in web technologies such as HTML, CSS, and JavaScript for designing and developing interactive and visually appealing websites. Understand responsive web design principles and apply them to create websites that adapt to different devices and screen sizes. Develop skills in creating user-friendly and accessible web interfaces while considering best practices in web design and development.</p> <p>Assessment weighting: Coursework 100%</p>	45
<p>13. Capstone Project</p> <p>This capstone project serves as the culmination of the Advanced Diploma in Digital Media Design and Communication. It requires students to conceptualise, develop, and present an interdisciplinary creative work that integrates various aspects of their coursework. The project will involve independent research, creative production, and professional presentation, leading to a public exhibition or showcase.</p> <p>Assessment weighting: Coursework 100%</p>	60