## 10.4 HND Multimedia & Website Development Program Specification

| 1. Qualification HND | 2. Programme Title Multimedia and Website Development | 3. UCAS Code 254G HND/MWD | 4. Programme Type Modular HND Full Time and Part Time |
|---|---|---|---|

### 5. Main Purposes and Distinctive Features of the Programme

**Main Purposes**

i.    To provide students with a broad based education in multimedia and website technologies, design and applications.

ii.   To equip students with the skills and knowledge necessary to pursue a successful career in multimedia, website and related industries.

iii.  To develop in students an ability to design and produce multimedia and website material

iv.   To promote in students a capability to adapt to a rapidly changing dynamic working environment.

**Distinctive Features**

i.    A comprehensive coverage of infrastructure technologies.

ii.   Extensive practical instruction in the design and production of all types of multimedia and website material.

iii.  Special emphasis on promotional and marketing techniques

iv.   Opportunities for industrial projects and placements

v.    Operated within a Managed Learning Environment

## 6. What a diplomate should know and be able to do on completion of the programme

Diplomates will have demonstrated knowledge and skills in the following :-

*Knowledge and understanding in the context of the subject(s)*

i. Computer systems, structures and principles of operation
ii. Computer networks, topologies, security issues and communication protocols.
iii. Multimedia/website design and production techniques
iv. Types and applications of design software
v. Marketing and promotional techniques

*Subject-specific practical/professional skills*

i. Use a range of computer systems and networks
ii. Configure appropriate computer hardware and software for a multimedia/website application
iii. Utilise appropriate techniques and technologies to construct multimedia and website material
iv. Utilise design software for graphics, animation, video, audio, virtual reality and e-commerce applications
v. Prepare appropriate documentation and deliver relevant presentations

*Cognitive skills in the context of the subject(s)*

i. Assist in the evaluation of a set of given requirements for a multimedia production or website
ii. Interpret a specification
iii. Execute an implementation plan for a multimedia or website project
iv. Design, integrate and test multimedia and website material
v. Devise and implement appropriate human computer interaction techniques to maximise marketing potential
vi. Identify and solve technical problems associated with the design and delivery of multimedia and website material

*Other skills (e.g. key/transferable) developed in subject or other contexts*

i. Use a range of computing and IT facilities
ii. Communicate effectively orally and in Writing
iii. Manage time and resources effectively
iv. Engage in continual professional development
v. Common Skills as defined by Edexcel

## 7. Qualities, Skills & Capabilities Profile

The educational and training goals of the programme seek to develop and demonstrate the following qualities, skills, capabilities and values in its diplomates

| A Cognitive | B Practical | C Personal & Social | D Other |
|---|---|---|---|
| Design and synthesis; | Computing hardware, software and network configuration; | Self motivation; | Technical report writing; |
| Applied problem solving; | Multimedia & website material design and implementation; | Organisation and time management; | Presentation; |
| Flexibility of thought; | | | Investigation; |
| | | | Information gathering; |
| | | | |

## 8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units

2 years full time; 3-4 years part time organised on a 2 semesters per year basis and comprising 240 credits of study
160 credits at level 1 including 20 credits Core Skills and 20 credits balancing studies
80 credits at level 2 including a 20 credit project

*Higher National Diploma - 240 credits*

| | Core Modules | Optional Modules | Project |
|---|---|---|---|
| Level 2 | MWD2001 Multimedia and Website Design<br><br>CST2503 Database Theory & Practice | LCT2512 Unix<br><br>LCT2504 Computer Security<br><br>CST2516 Human Factors<br><br>MWD2000 Digital Imaging and Video<br><br>LCT2505 Computer Sound Processing | LCT2513 - 20 credit individual project with self managed integration, extension & practical application of knowledge |

*Certificate of Higher Education – 120 credits*

| | | | |
|---|---|---|---|
| Level 1 | SED1007 Professional Development for the Creative Industries<br><br>MWD1000 Digital Media<br><br>MWD1001 Website Production<br><br>MWD1002 Programming for the Web<br><br>MWD1003 Creative Design<br><br>MWD1014 Computer Networks<br><br>CST1010 Information Systems<br><br>PDD1007 Introduction to Visualisation | | |

| 9. Learning, Teaching and Assessment Strategy | 10. Other Information |
|---|---|
| **Learning and Teaching Methods**<br><br>Active learning is promoted by lectures, seminars, demonstrations, videos and guided student centred activities. In particular, extensive use will be made of online study techniques. Practical skills will be acquired through laboratory sessions, demonstrations, assignments and projects.<br><br>**Assessment Methods**<br><br>Assessment tasks are linked to the learning outcomes of each module and are normally completed by the end of each module. Types of assessment include :-<br>Written examinations (unseen or open-book), essays, assignments, projects, case study analyses, in-class tests (practical, written or online), demonstrations and interviews. | **Date programme first offered**<br><br>September 2002<br><br>**Admissions Criteria**<br>*Standard Requirements*<br><br>Five GCSE passes (Grade C or better) including English, Mathematics and a Science subject and 60 UCAS tariff points including one A2 level pass.<br><br>Acceptable alternatives would be :-<br><br>Edexcel/BTEC National Diploma/Certificate (pass),<br>Irish Leaving Certificate, International Baccalaureate, Scottish Highers, AGNVQ or completion of a suitable kitemarked access course.<br><br>*Non Standard Entry*<br><br>Relevant work/life experience and interview Other cases dealt with by admissions tutor on an individual basis<br><br>**Indicators of Quality and Standards**<br><br>i.    Validated by panel with external subject specialists<br>ii.   External examiner validates level 1 and level 2 assignments and examinations<br>iii.  Validated by Edexcel Foundation |

## 10.5 HND Programme Modules

| Module Number | Module Title | Level | Credits | Core/Optional |
|---|---|---|---|---|
| SED1007 | Prof.Dev. for the Creative Industries | 1 | 20 | Core |
| MWD1000 | Digital Media | 1 | 20 | Core |
| MWD1001 | Website Production | 1 | 10 | Core |
| MWD1002 | Programming for the Web | 1 | 20 | Core |
| MWD1003 | Creative Design | 1 | 20 | Core |
| MWD1014 | Computer Networks | 1 | 20 | Core |
| CST1010 | Information Systems | 1 | 20 | Core |
| PDD1007 | Introduction to Visualisation | 1 | 20 | Core |
| LCT2513 | Project | 2 | 20 | Core |
| MWD2001 | Multimedia and Website Design | 2 | 20 | Core |
| CST2503 | Database Theory and Practice | 2 | 20 | Core |
| LCT2512 | Unix | 2 | 20 | Optional |
| LCT2504 | Computer Security | 2 | 20 | Optional |
| CST2516 | Human Factors | 2 | 20 | Optional |
| LCT2505 | Computer Sound Processing | 2 | 20 | Optional |
| MWD2000 | Digital Imaging and Video | 2 | 20 | Optional |

## 10.6 Mapping of HND Learning Outcomes to Modules

| LEARNING OUTCOME | SED1007 | MWD1000 | MWD1001 | MWD1002 | MWD1003 | MWD1014 | CST1010 | PDD1007 | LCT2513 | MWD2001 | CST2503 | LCT2512 | LCT2504 | CST2516 | LCT2505 | MWD2000 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| K1 | X |  |  |  |  | X | X |  |  | X | X | X |  | X |  |  |
| K2 |  |  |  |  |  | X |  |  |  |  | X | X |  |  |  |  |
| K3 |  | X | X |  | X |  | X |  | X | X |  |  |  |  | X | X |
| K4 |  | X | X | X |  |  |  | X | X | X | X |  |  | X |  | X |
| K5 | X |  | X |  |  |  |  |  | X | X |  |  |  |  | X | X |
| S1 | X | X |  |  |  | X | X | X | X |  |  | X | X |  |  |  |
| S2 |  |  |  |  |  | X | X |  | X |  |  | X | X |  |  |  |
| S3 |  | X | X | X |  | X |  |  | X | X | X |  |  | X | X | X |
| S4 |  | X | X | X | X |  | X | X | X | X |  | X |  |  | X | X |
| S5 | X | X | X | X | X | X | X | X | X | X | X | X | X |  |  | X |
| C1 |  | X | X |  | X |  |  |  | X | X | X |  |  | X |  |  |
| C2 |  | X |  |  |  |  |  |  | X | X |  |  |  |  |  |  |
| C3 |  | X |  |  | X |  |  |  | X | X |  |  |  |  |  |  |
| C4 |  | X | X | X | X |  |  |  | X | X |  |  |  |  |  | X |
| C5 |  | X |  |  | X |  |  |  | X | X |  |  |  | X |  | X |
| C6 |  | X | X | X | X |  |  |  | X | X |  |  | X |  | X | X |
| O1 | X | X | X | X | X | X | X | X | X | X | X |  |  |  | X | X |
| O2 | X | X | X | X | X | X | X | X | X | X | X | X | X | X |  | X |
| O3 | X | X | X | X | X | X | X | X | X | X | X |  |  |  | X | X |
| O4 | X | X | X | X | X |  |  | X | X |  |  |  |  |  | X | X |

(Core Modules in Bold)

## Learning Outcomes

### Knowledge and understanding in the context of the subject(s)

| | |
|---|---|
| K1 | Computer systems, structures and principles of operation |
| K2 | Computer networks, topologies, security issues, communication protocols. |
| K3 | Multimedia/website design and production techniques |
| K4 | Types and applications of design software |
| K5 | Marketing and promotional techniques |

### Subject-specific practical/professional skills

| | |
|---|---|
| S1 | Use a range of computer systems and networks |
| S2 | Configure appropriate computer hardware & software for a multimedia/website application |
| S3 | Utilise appropriate techniques & technologies to construct multimedia & website material |
| S4 | Utilise design software for graphics, animation, video, audio, virtual reality and e-commerce applications |
| S5 | Prepare appropriate documentation and deliver relevant presentations |

### Cognitive skills in the context of the subject(s)

| | |
|---|---|
| C1 | Assist in the evaluation of a set of given requirements for a multimedia production or website |
| C2 | Interpret a specification |
| C3 | Execute an implementation plan for a multimedia or website project |
| C4 | Design, integrate and test multimedia and website material |
| C5 | Devise and implement appropriate human computer interaction techniques to maximise marketing potential |
| C6 | Identify and solve technical problems associated with the design and delivery of multimedia and website material |

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**Other skills (e.g. key/transferable) developed in subject or other contexts**

O1        Use a range of computing and IT facilities
O2        Communicate effectively orally and in writing
O3        Manage time and resources effectively
O4        Engage in continual professional development