

MODULE DESCRIPTIONS

APPLIED DESIGN

Knowledge will be acquired to create vector illustrations, logos and basic web layouts, including a wide range of techniques to create professional designs. The module also provides students with image editing experience and provides the students with knowledge of different software functions, as well as a range of imaging and editing tools.

ENTREPRENEURSHIP

This module guides students in understanding what entrepreneurship means to establish their own business. It defines entrepreneurship and contextualises the entrepreneurial process within the small business environment. It describes the characteristics, skills, and attributes of a successful entrepreneur, the different business forms and the selection of an appropriate form for their business's mission and objectives. A critical aspect of establishing an own business is to conduct a feasibility and viability study. This process is introduced together with the small business start-up process, the legal requirements, resources, branding considerations required, an outline of the components of a business plan, information on the relationship between successful entrepreneurship and creativity, innovation and problem-solving, and how to apply good management practices relating to time management, conflict resolution, and customer relationship management.

INTERACTIVE CREATION

Students will explore animation and audio capabilities in building interactive content that can be shared over the internet. They will create dynamic motion graphics, including aesthetics of design, motion and sound including mono, audio, sound effects and the manipulation of sounds.

PROJECT-BASED SIMULATION

The module "Project-Based Simulation" aims to immerse students in simulated workplace scenarios tailored specifically to align with their academic level. Through this, they can effectively apply, practice, and refine the foundational knowledge they've gathered throughout their studies. The controlled environment of the simulation ensures students have the freedom to explore, make mistakes, and learn in a safe setting. This not only provides a buffer from potential industry pressures but also ensures they benefit from the vigilant supervision of seasoned lecturers. The proximity of this interaction paves the way for instantaneous feedback and guidance, enabling rapid skill acquisition and the refining of core techniques. More than just skills, the Project-Based Simulation module is also about nurturing confidence. Engaging in these tailored scenarios within a structured yet supportive setting, students cultivate a burgeoning sense of self-assuredness.

WEBSITE DESIGN

This module will equip students with the knowledge and a basic understanding of using a professional visual editor for creating and managing web sites and pages. The student will be able to create and edit cross-platform, cross-browser pages. It also sets a foundation for advanced design and layout tools, as well as making it easy to use Dynamic HTML features such as animated layers and behaviours. Browser-targeting checks your work for potential problems on all popular platforms and browsers.

XHTML & CSS

The student will develop fundamental, conceptual and applied competence in this particular context. Students will be equipped with knowledge and an understanding of basic HTML and CSS coding and its use for basic website design. Students will be able to plan the structure and apply correct tools for designing a website in software like Dreamweaver. XHTML is a language used to describe data and display the content of the website. It's a combination of HTML and XML. XHTML works in different browsers like Firefox and mobile phones. Students will also develop an understanding of working with CSS, and the relationship between XHTML and CSS.