Module Title	Researching Digital Design (New Module)
Programme(s)/Course	BA (Hons) Digital Design
Level	5
Semester	2
Ref No:	NEW
Credit Value	20 CAT Points
Student Study hours	Total hours: 200 Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Module Coordinator]	Daniel Rourke / Andy Lemon
Parent School	Arts and Creative Industries
Parent Course	BA (Hons) Digital Design
JACS Code	
Description	Building on methods learnt on Critical Theories of Digital Media and the Creative Brief, this module is designed to prepare students for the demands and expectations of the third year Research Project. It will support students in identifying a potential area of interest to pursue at Level 6. Tutors will encourage students to synthesise the various theoretical and practical concepts encountered on the course, and to develop an analytical framework for examining digital media artefacts and/or their production, consumption, industry application and reception. The module also prepares students for the Professional Practice module through the study of relevant industry sectors linked to digital design and media production. This includes employer case studies and critical assessment of existing digital installation and design work, through commentary on material currently on show in the both the media and local to LSBU for example shop fronts, galleries, websites, signage and advertising. Students will also research work placement companies and case studies of employers as part of their industry engagement and career planning.
Aims	The aims of the module are to: • Explore existing and evolving paradigms used to examine digital design artefacts and/or their construction, consumption and reception • Understand theoretical l frameworks and practice context in the construction, consumption and reception of digital media design

	• Further explore the relationship between theory and practice • Prepare students for Professional Practice L6 module • Introduce and give students a better understanding of positioning and researching the competitive job market
Learning outcomes	At the end of this module students will be able to: 1) Demonstrate awareness of a range of research and analytical methodologies relevant to the study of digital media design artefacts and/or their construction, consumption, industry application, and reception. 2) Configure a range of primary and conceptual information involved in a critical analysis of a case study in digital design. 3) Critically evaluate and identify appropriate research strategies for analysing digital media design artefacts and/or their construction, industry application, consumption and reception. 4) Demonstrate proficiency in guided and on-going research management and organisational skill through the analysis of relevant writing on digital media design and proposal construction. 5) Communicate complex ideas and an evidenced argument in clear and concise written English.
Assessment Criteria linked to (L0)	1) Identify key sources of information, data and argument relating to new and existing digital design practice (L01, L03). 2) Devise a research question using relevant literature, resources, and engagement with pre-existing research in the relevant area (L02, L03). 3) Analyse and evaluate own practice and interests, and locate work within critical, historical and/or contemporary contexts of discipline (L01, L02). 4) Effective communication of aims and intent as well as clarity and coherence of ideas, related to agreed format and methodology of research output (L04, L05). 5) Professional presentation through style, spelling and grammar (L05).
Employability	Research by Skillset acknowledges the need for media workers of the future to direct their own learning, given that it is an industry dominated by freelancers and small businesses. This module prepares students for independent research planning, development and management. These skills and methods of working will develop the student's professional knowledge of industry and practice, offering them a competitive advantage in the job market.
Teaching & Learning Pattern	The module will be taught through a combination of lectures, contextual seminars (exploring approaches to analysing digital design media, its production, construction, industry application, consumption and reception), in-class exercises, visits to exhibitions, and one-to-one tutorials.
Indicative content	The module will cover the following: • Provide an overview to methods of researching digital media • Explore theoretical frameworks for analysing digital media artefacts and their construction, consumption and reception

	• Introduce students to a range of qualitative research methodologies • Lay the foundations for further research in relation to the Research Paper
Assessment method (Please give details – elements, weightings, sequence of elements, final component)	Coursework 1: Case Study (Pass/Fail Formative Assessment) • 5-minute presentation of a design case study (e.g. researching industry, case studies of employers and profiling, or a body of work) Coursework 2: Research Portfolio (100%) • A 2,000-word outline of the proposed research (e.g. researching industry, work placement companies, case studies of employers and profiling or a body of work) All components of assessment need to be submitted in order to pass the module.
Indicative Reading	**Core Reading:** Dochartaigh, Niall (2012) *Internet Research Skills* (Third Edition) Sage Publications Ltd. Frith, S. (Ed) (2004) *Critical Concepts in Media and Cultural Studies*. Routledge. Pears, R. and Shields, G. (2010) *Cite them Right: The Essential Referencing Guide* (8th Edition), London: Palgrave MacMillan. Thomas, Gary (2010) *How to Do Your Case Study: A Guide for Students and Researchers*, Sage Publications Ltd. **Optional Reading:** Gray, Carole, and Julian Malins (2004) Vizualizing Research: A Guide to the Research Process in Art and Design. Illustrated ed. Ashgate Publishing Limited. Gray, Jonathan, Cornel Sandvoss, and C. Lee Harrington, eds (2007) Fandom: Identities and Communities in a Mediated World. First ed. New York University Press. Hassan, Robert (2008) The Information Society: Cyber Dreams and Digital Nightmares. Polity Press. Hooley, Tristram, Wellens, Jane and Marriott, John (2012) *What is Online Research?* Bloomsbury Academic.
Other Learning Resources	University Virtual Learning Environment: PowerPoint slide presentations, the module guide and other relevant materials will be available through Moodle, along with links to relevant websites. **Useful Resources** **New Media / Digital Design** Rhizome: http://www.rhizome.org We Make Money Not Art: http://www.we-make-money-not-art.com Furtherfield: http://www.furtherfield.org Metamute: http://www.metamute.org/ Hyperallergic: http://hyperallergic.com/ The Creators Project: http://thecreatorsproject.vice.com

Dazed Digital: http://www.dazeddigital.com/
Wired: http://www.wired.com/
Motherboard: http://motherboard.vice.com
Netartnet: http://netartnet.net/
or-bits: http://or-bits.com/
GLI.TC/H Wiki: http://gli.tc/h/wiki/index.php/Main_Page
Arcadia Missa: http://www.arcadiamissa.com/
Arstechnica: http://arstechnica.com
e-flux: http://e-flux.com
Turbulence: http://www.turbulence.org
Media Art Net: http://www.mediaartnet.org/themes/
C|Theory: http://www.ctheory.net/
Fibreculture Journal: http://journal.fibreculture.org/
Convergence: The Journal of Research into New Media Technologies:
http://www.luton.ac.uk/Convergence/volumethree/numberfour/.
Stanza: http://www.stanza.co.uk/