MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University

# Student Information Guide

## 2026




BA (HONS) IN

# Creative Digital Media





# Contents


| | |
|---|---|
| Welcome | 1 |
| About The Crawford | 2 |
| The Crawford Departments and Management | 5 |
| Department of Media Communications | 5 |
| Department Staff Contacts | 7 |
| The Programme | 9 |
| Programme Structure | 11 |
| General Information | 13 |
| Opening Hours / Parking / IT Services / Library | 14 |
| Erasmus Exchange Programmes | 15 |
| About Teaching & Learning | 17 |
| Regulations & Procedures | 19 |
| Examination | 21 |
| Assessment Criteria | 23 |
| FAQs & Top Tips | 25 |
| Maps (Bishopstown Campus) | 27 |



# Welcome

## Dear students,

**On behalf of all my colleagues I wish you a very warm welcome as you join the creative community that is the MTU Crawford College of Art and Design.**

Whether you're studying for a degree in Contemporary Applied Arts, Creative Digital Media, Fine Art, Photography & Media Production or Visual Communications, your time with us will be full of exciting discovery, learning and growth. You're embarking on an adventure that will change the way you see the world and lead you in unexpected and unpredictable directions. It's our job to support you in this journey and we'll do everything we can to ensure your success – all you need to do is to engage fully with us, work hard and talk to us if you run into any difficulties. You'll find that what really carries you forward is your own commitment to your work.

**Rose McGrath**
**Vice Dean Academic Affairs**





# About the **Crawford**





**The Crawford is a diverse, dynamic & creative community exploring art, design, technology, culture, visual arts education & media through theory, research and professional as well as independent practice.**

Whatever your creative aspirations, The Crawford can support you on the journey to your future career.

# It's your course, your future, your Crawford.

MTU Crawford College of Art and Design (CCAD) is a vibrant multi-campus College, which has been providing education in the arts for more than 100 years. Crawford graduates are among Ireland's top artists, curators, designers, media practitioners, communicators, art therapists and art educators.

In addition to all of these careers in the creative and cultural industries, our graduates apply the skills acquired in their art, design and media education to a wide variety of careers in all sectors, where their ability to think both laterally and critically, their powers of analysis, their exceptional team-working and communication skills and their problem-solving attitudes are all highly valued by employers.

Whatever your creative aspirations are we can support you on your journey to finding your individual unique voice. At the Crawford, your education is led by you.

**https://crawford.mtu.ie/**

# The Crawford **Departments and Management**



- **The Department of Media Communications,**
  offering programmes in Visual Communications, Creative Digital Media, Photography, E-learning, Public Relations, Journalism, UX & Service Design and TV Production based at MTU's Bishopstown Campus, and the Envision Centre, Sober Lane.

- **The Department of Fine Art & Applied Art**
  is based at the Sharman Crawford Street campus, offering programmes in Fine Art, Contemporary Applied Art (Ceramics, Glass, Textiles) and Art in Process.

- **The Department Arts in Health & Education**
  is based on 46 Grand Parade, offering programmes in Art Therapy, Arts in Group Facilitation, and Creativity and Change.

### Links:
There are extensive links with industry and external arts organisations, a thriving visiting lecturer programme, and a strong focus on the development of individual creativity.

### Exhibition Space:
CCAD also has its own exhibition space at 46 Grand Parade and this venue has already established itself as an intersection point between the college and the wider artistic and design community.

# CCAD **Management**



## Professor Alistair Payne

Dean
Faculty of Creative & Performing Arts and Media



## Trish Brennan

Head of Fine Art & Applied Art
**trish.brennan@mtu.ie**



## Louise Foott

Head of Arts in Health and Education
**louise.foott@mtu.ie**



## Val Renehan

Head of Media Communications
**valerie.renehan@mtu.ie**

# Department Undergraduate **Programme Staff**



## Department Lecturing Staff

**Dr Joey Campbell**
Dept of Media Communications
**joey.campbell@mtu.ie**

**Gary Couse**
Dept of Computer Science
**gary.couse@mtu.ie**

**Keith Clancy**
Cork School of Music
**keith.clancy@mtu.ie**

**Emmett Coffey**
Dept of Media Communications
**emmett.coffey@mtu.ie**

**Jim Cummins**
Dept of Media Communications
**jim.cummins@mtu.ie**

**Feargal Cunningham**
Dept of Media Communications
**feargal.cunningham@mtu.ie**

**Phil Curtin**
Dept of Media Communications
**phil.curtin@mtu.ie**

**Aoife Dorney**
Dept of Media Communications
**aoife.dorney@mtu.ie**

**Brian Doyle**
Dept of Media Communications
**brian.doyle@mtu.ie**

**Catherine Elwood**
Dept of Media Communications
**catherine.elwood@mtu.ie**

**Dr Paul Gaffney**
Department of Media Communications
**paul.gaffney@mtu.ie**

**Dr Paul Green**
Dept of Media Communications
**paul.green@mtu.ie**

**Anne-Marie Green**
Dept of Media Communications
**annemarie.green@mtu.ie**

**John Hayes**
Dept of Media Communications
**john.hayes@mtu.ie**

**Dr Sarah Hayes**
Dept of Media Communications
**sarah.hayes@mtu.ie**

**Dr Trevor Hogan**
Dept of Media Communications
**trevor.hogan@mtu.ie**

**Dr Gwen Lettis**
Dept of Media Communications
**gwen.lettis@mtu.ie**

**Dr Laura Little**
Dept of Media Communications
**laura.little@mtu.ie**

**Damien Markey**
Dept of Media Communications
**damien.markey@mtu.ie**

**Hugh McCarthy**
Cork School of Music
**hugh.mccarthy@mtu.ie**

**Dr Maria Murray**
Dept of Media Communications
**maria.murray@mtu.ie**

**Shaunagh O'Connell**
Dept of Media Communications
**shaunagh.oconnell@mtu.ie**

**Olive Muphy ODwyer**
Dept of Adult and Continuing Education
**olive.murphyodwyer@mtu.ie**

**Frank O'Donovan**
Dept of Media Communications
**frank.odonovan@mtu.ie**

**Michael O'Donovan**
Dept of Media Communications
**michaelw.odonovan@mtu.ie**

**Josephine O'Halloran**
Dept of Accounting & Info Systems
**josephine.ohalloran@mtu.ie**

**Dr Gearoid O'Suilleabhain**
Dept of Technology Enhance Learning
**gearoid.osuilleabhain@mtu.ie**

**Maureen Roe**
Dept of Media Communications
**maureen.roe@mtu.ie**

**Dr Jessica Shine**
Dept of Media Communications
**jessica.shine@mtu.ie**

**Dr Tom Spalding**
Dept of Media Communications
**tom.spalding2@mtu.ie**

**Padraig Trehy**
Dept of Fine Art and Design
**padraig.trehy@mtu.ie**

**Steven Young**
Dept of Media Communications
**steven.young@mtu.ie**

**Lisa Zimmermann**
Dept of Media Communications
**lisa.zimmermann@mtu.ie**

## Media Support Staff

**Shane Clancy**
Technical Officer - Office C119
**shane.clancy@mtu.ie**

**John O'Halloran**
Technical Officer – Office: B120 &
Technicians Office Envision Centre
**john.ohalloran@mtu.ie**

## Administration Support Staff

**Myrna Valezquez**
Department Admin/Secretary - Office: B121
crawford.mediacomms@mtu.ie



# The **Programme**

https://crawford.mtu.ie/courses/creative-digital-media/

**The Creative Digital Media programme combines the creativity of art and design with the skills and knowledge of computer technologies and programming to create interactive digital media products. A student can be creative with text, image, music, sound, video, film, animation and virtual and augmented reality. They can produce projects that can communicate across a variety of platforms and in some cases perform interactive experiences.**

## Semester Schedules

### Stage 1 / Semester 1

**Mandatory**

| Module Code | Module Title |
|---|---|
| DESI6033 | Meaning Making & The Studio |
| MMED6038 | Introduction to Web Design |
| MMED6002 | Creative Enterprise |
| MMED6037 | Digital Media- Image & Sound |
| CMOD6001 | My Toolkit for University |

### Stage 1 / Semester 2

**Mandatory**

| Module Code | Module Title |
|---|---|
| MMED6006 | Film Language |
| MMED6005 | Lens & Sound |
| MMED6041 | Motion Design Principles |
| MMED6040 | Team Project: Media |
| MMED6039 | Web Animation Basics |

### Stage 2 / Semester 1

**Mandatory**

| Module Code | Module Title |
|---|---|
| MMED6021 | Cinematography |
| MMED6042 | Creative Design Project |
| COMP6011 | Interactive Scripting |
| MMED6025 | Interpreting Sound & Music |
| MMED6043 | Professional Creative Practice |

### Stage 2 / Semester 2

**Mandatory**

| Module Code | Module Title |
|---|---|
| MMED6044 | Experience-Centred Design |
| MMED6036 | Human Interface Design |
| MMED6022 | Interactive Activities |
| MMED6009 | Media, Culture and Society |

**Elective**

| Module Code | Module Title |
|---|---|
| MMED6020 | Applied Animation |
| MMED7004 | Design for Learning |
| MMED6018 | Storytelling |
| FREE6001 | Free Choice Module |

## Stage 3 / Semester 1

**Mandatory**

| Module Code | Module Title |
|---|---|
| MMED7003 | Developing Web Applications |
| MMED7019 | Introduction to the Workplace |
| MMED7008 | Marketing & Media Law |
| MMED7009 | Media Business Project |
| MMED7001 | Video Production & Aesthetics |

**Elective**

| Module Code | Module Title |
|---|---|
| MMED7005 | Ethics & Aesthetics |
| MMED7006 | Experimental Video |
| MMED7007 | Immersive Environments |
| FREE6001 | Free Choice Module |

## Stage 3 / Semester 2

**Group 1 Elective**

| Module Code | Module Title |
|---|---|
| PLAC7016 | Work Placement: Media & Design |

**Group 2 Elective**

| Module Code | Module Title |
|---|---|
| DESI6010 | Business for Creatives |
| DESI7021 | Creative Interdiscip. Studio |
| MMED7014 | Human Centered Web Design |
| MMED7024 | Photobook & Exhibition |

**Group 3 Elective**

| Module Code | Module Title |
|---|---|
| APEX8030 | Approved External Study - 30 C |

## Stage 4 / Semester 1

**Mandatory**

| Module Code | Module Title |
|---|---|
| MMED8021 | Client-Focused Developmente |
| MMED8011 | Media Business & Enterprise |
| MMED8033 | Project Proposal: Media Design |
| MMED8022 | Virtual Reality Technology |

**Elective**

| Module Code | Module Title |
|---|---|
| MMED8008 | Independent Video Production |
| MMED8026 | Tangible Computing |
| FREE6001 | Free Choice Module |

## Stage 4 / Semester 2

**Mandatory**

| Module Code | Module Title |
|---|---|
| MMED8005 | Ethics & Professional Practice |
| MMED8027 | Usability and UX Evaluation |
| MMED8003 | Final Year Multimedia Project |

**Elective**

| Module Code | Module Title |
|---|---|
| MMED8020 | Studio Technology |
| MMED8001 | Emerging Creative Technology |
| ARTS8032 | Moving Image & Exhibition |
| FREE6001 | Free Choice Module |

https://mtu.akarisoftware.com/index.cfm/page/course/courseId/2427

# Programme **Structure**



## What is a module?

A module is a unit of learning. It represents a self-contained fraction of your workload for the year and carries a unique assessment mark. Each module carries Academic Credits.

## What is a semester?

A semester system divides the academic year into two terms of equal length typically 12/13 weeks each. In MTU semester 1 runs from Sept – Dec and semester 2 from Feb – June.

## What are Academic Credits?

Each year of a degree programme is worth 60 credits. Credits are the value allocated to modules to describe the workload required to complete them. The number of credits allocated to each module varies depending on the fraction of the year's workload it accounts for.

The credit based system in MTU is based on the European Credit Transfer System (ECTS) - a common European system that facilitates students who may want to study at more than one college during their education.

## What are Learning Outcomes?

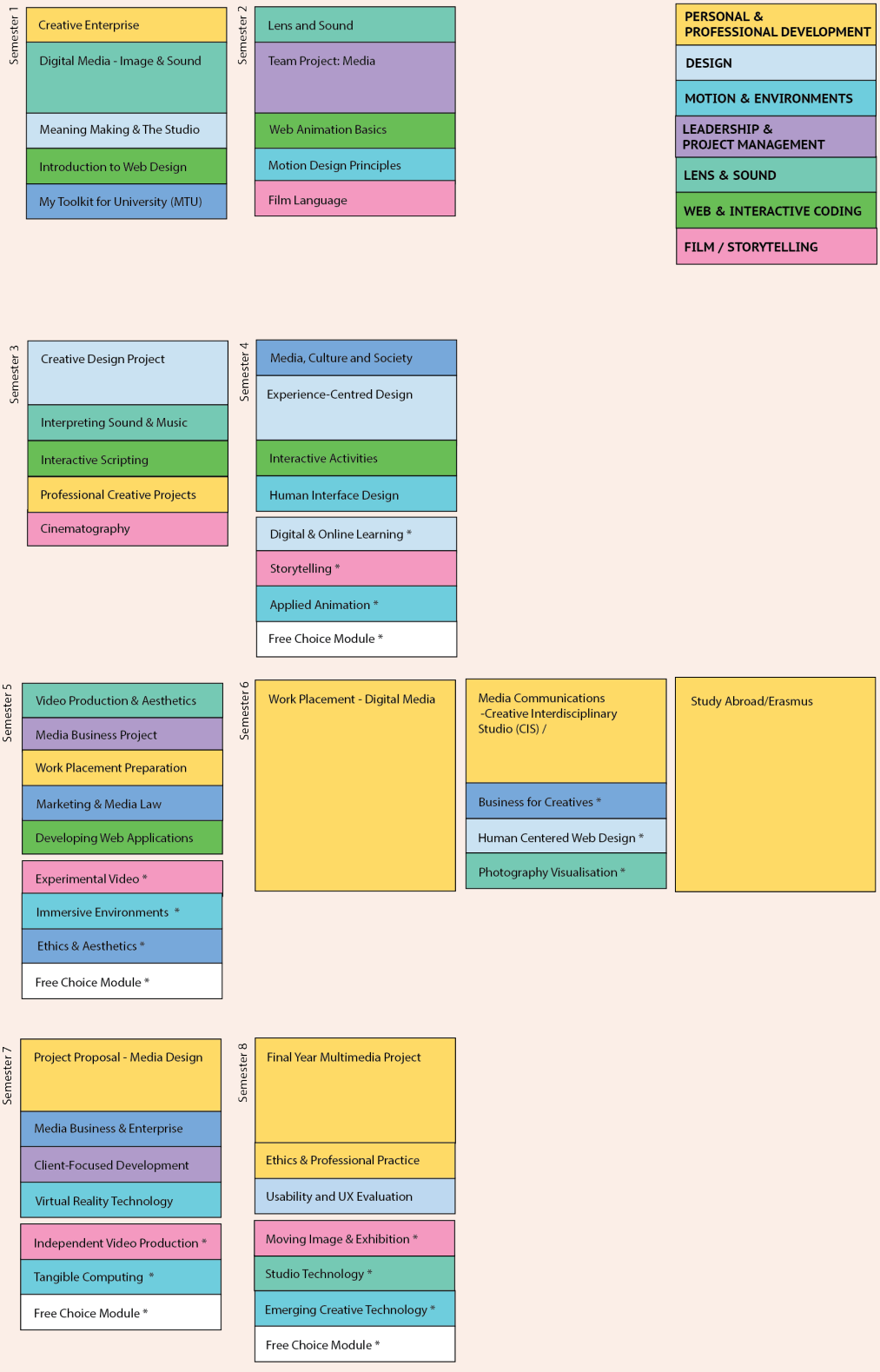
Learning outcomes are statements of what a student should know, understand or be able to do at the end of a learning activity. Module documents will include a list of learning outcomes to be achieved on completion of that module. Examination is based on an evaluation of how well a student has achieved the learning described in the learning outcomes.

## What is meant by mandatory or elective modules?

Your programme will normally include both MANDATORY and ELECTIVE modules. Mandatory modules are required or fixed modules for your programme while elective modules require you to select from a list of possible choices.

When you register on your programme at MTU, you will be automatically enrolled on the mandatory modules. You will be required to enrol online each semester for the elective modules you wish to take in the semester.

# BA (hons) Creative Digital Media
# **Programme Structure**



# General **Information**

The myMTU portal is your direct link to information and resources available to you as a student of MTU including email, Canvas, and Student Services:

**https://mymtu.ie**

If you're new to MTU CCAD you should keep an eye on the GoodStart supports and events at:

**http://studentengagement.cit.ie/goodstart**

The Crawford website:
**https://crawford.mtu.ie**

**@CrawfordCollegeofArtandDesign**
This is us: https://www.facebook.com/CrawfordCollegeofArtandDesign/

**@mtucrawford**
This is us: https://www.instagram.com/mtucrawford/





## Bishopstown Campus

Opening Hours during academic teaching weeks:
Monday – Friday 7am – 10pm
Saturday 8am – 5pm

See map for location:
**https://crawford.mtu.ie/connect/**

## Envision Centre, Sober Lane

Opening Hours:
Monday – Friday 9am – 6pm

See map for location of the Envision centre, Sober Lane:
**https://crawford.mtu.ie/connect/**

## Technical Staff contact details:

**crawford.mediasupport@mtu.ie**

Please refer to Department of Media Communications Equipment Loan Agreement document for info on loan conditions available on the booking site and on request.

## Parking:

Bishopstown campus offers student pay (student card system) & non-pay parking, which can be located on the campus. Also keep an eye on your email for the park and ride service.

## Pay per Print/Copy:

Department of Media Communications (room C120) and also in the Berkeley Centre using the student ID card, which can be topped up with credit onlin of any printer in the University.. Refer to **www.mymtu.ie** for more details.

## IT Support (Email / OneDrive / MyBan)

All supports can be accessed via **www.mymtu.ie**

## Library:

Please note that a valid college student ID card is required when using the library resources. For more information about using MTU libraries, visit: MTU Library Information https://library.cit.ie

The MTU library is located on the Bishopstown campus.
The CCAD Library is located on the ground floor of the Sharman Crawford Street campus. To review the current opening times and Information specific to the CCAD library services:
**https://library.mtu.ie/**

## Support Services:

For more information on student services, access and disability, students union, career service and counselling service:
**https://www.mtu.ie/**

# Erasmus
# **Exchange Programmes**





## Erasmus Programme

The Crawford College actively participates in the EU Erasmus student mobility programme. Under this programme CCAD students may apply for exchange for up to one semester to study at an EU College that has a bi-lateral agreement with a CCAD Department.

## Exchange Links

The Creative Digital Media students can exchange to the University of Applied Sciences in Darmstadt, Germany, FHJ in Graz, Austria, Hogeschool Utrecht, the Netherlands, Stuttgard and LAMF in Lahti, Finland.

Further information on the Erasmus Exchange Programme is available from:

Creative Digital Media Erasmus Exchange Coordinator
**Maria Murray, maria.murray@cit.ie**

# About
# Teaching & Learning

**As a CCAD student you will encounter a variety of different teaching and learning situations. These courses aim to develop practical and conceptual abilities through constructive dialogue between students and staff.**

## Tutorials

The ultimate aim of our programmes is to provide a framework within which students develop and express their own ideas. The working relationship between students and staff therefore forms the foundation upon which the students' educational experience is built.

**Studio based individual and group tutorials** form an intrinsic part of your learning process; they offer an opportunity for self-review and constructive dialogue between yourself, your peers and your tutors. The main purpose of tutorials is to clearly identify strengths and weaknesses so as to allow both you and your tutors address any issues that might arise in a positive and timely manner.

**Formal tutorials** incorporate written feedback and provide a record of a student's development and progress. Students are required to note arrangements for tutorials and to have all necessary work (including research and backup) available. Students are advised to take notes of issues discussed and points made during or immediately after a tutorial. Students should notify the lecturer in advance if s/he is not in a position to attend a tutorial for any reason.

## Seminars, Critiques, Reviews, Discussion Groups

Seminars, Critiques, Reviews and Discussion Groups are conducted as a forum for discussion and debate of issues and ideas relevant to your work. Studio seminars are usually based on or initiated by a visual presentation and encourage you to address work in a critical manner.

Critiques/Reviews and Discussion Groups are scheduled periodically during the semester and form an intrinsic part of coursework. Active participation in these learning activities is a required part of coursework and to get the most from the experience students should approach these activities with an open and critical mind.

## Academic Studies

The structure of education in academic studies involves lectures, seminars and tutorials. The focus is student-led, with an emphasis on discussion and critique. These may be based on critical texts or take place off-site. One-to-one tutorials, supporting personal academic research and giving feedback on drafts are also delivered.

# Independent Learning

Independent learning encourages you to develop more responsibility for, and control over your personal working process – setting objectives, researching issues, managing your personal timetable, etc. You are encouraged to fully utilise the various methods of learning open to you including –library research, on-line, gallery visits, resources, self-reflection, peer group discussion and debate. As a third level student you are expected to take responsibility for your own educational experience and this is seen as an important part of growth within our programmes.

You are encouraged to undertake both independently and on an organised basis, visits to workshops, conferences, galleries, museums, workshops, design studios and graduate/industry talks on an ongoing basis throughout your time in college.

International study visits to other colleges, creative arts events, exhibitions and galleries are periodically arranged and you are encouraged to partake in these visits when possible.

# Locations

Students take their classes in computer labs, lecture theatres, design/drawing studio and photography studios.

# Planner Document

To assist students in knowing their assessment deadlines the year coordinator arranges a planner document to help the student manage their time by having a visual aid to assist them as to when the assessments for all modules are timetabled.

# Example of Semester Planner

**September – December**

| Modules | Wk 1 Sep 11 | Wk 2 Sep 18 | Wk 3 Sep 25 | Wk 4 Oct 2 | Wk 5 Oct 9 | Wk 6 Oct 16 | Wk 7 Oct 23 | Wk 8 Nov 30 (bank holiday) | Wk 9 Nov 6 | Wk 10 Nov 13 | Wk 11 Nov 20 | Wk 12 Nov 27 | Wk 13 Dec 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Module 1**<br>5 credits | | | | | | 20%<br>Thu 19 Oct Iteration of solution | | | | | | | 10%<br>Thu 7 Dec Pres.<br><br>70%<br>Thu 7 Dec Final Project |
| **Module 2**<br>5 credits | | | | | 40%<br>Tue 10 Oct Group Project Dev. | | | | | | | | 60%<br>Tue 5 Dec Group Project Pres. |
| **Module 3**<br>5 credits | | | | | | | | 60%<br>Mon 30 Oct Written Proposal | | | | 40%<br>Mon 27 Nov Initial visual prototypes | |
| **Module 4**<br>10 credits | | | | | 20%<br>Thurs 4 Oct Research Review | | | | | | | | 80%<br>Wed 6 Dec Project Pres. |
| **Module 5**<br>5 credits | | | | | | | 60%<br>Mon 30 Oct Written Proposal | | | | | 40%<br>Mon 27 Nov Initial visual prototypes | |

# Regulations **& Procedures**



## Attendance

You are required to attend all timetabled periods of study including labs, studio practice, workshops, seminars and tutorials. You are required to notify your year coordinator if you are absent or if there are any circumstances that might be affecting your ability to complete course work. Absences of more than one day due to illness, must be supported by a medical certificate for the relevant days.

## Your responsibilities

The MTU Student Regulations provide details of your responsibilities as a student, and gives disciplinary procedures. You should ensure that you are aware of these responsibilities. There are particular responsibilities associated with the use of specialist equipment and workshops. Details of health & safety considerations are available in each area - it is your responsibility to ensure that you are fully aware of these considerations prior to working in the studio/lab or using any specialist equipment.

All students must complete a declaration of original work when submitting work and adhere to guidelines on plagiarim and the use of AI.

**http://www.mymtu.ie**

## Equipment & Studios

Relevant induction is required to work in a print or photography studio, induction sessions are normally run at the beginning of the academic year or early in the semester.

Please check with the relevant lecturing, technical or admin staff or your year coordinator if you expect to utilise a particular lab or studio. Students have the responsibility to remove all work and personal property at the end of examinations and exhibition. Work not collected will be disposed of at the discretion of the department.

**The Media Communications Equipment Loan Agreement Document is available on request and from: https://ccadmediabookings.mtu.ie/**

**Please tick (√)**

**Project** ☐

Project Report ☐

Thesis ☐

**DECLARATION OF ORIGINAL WORK**

This declaration is made on the ……..day of……..Year

**Student's Declaration**:

I ---------- (PLEASE INDICATE STUDENT'S NAME, AND STUDENT NO.) hereby declare that the work submitted for, ---------- is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly , nor has any part been authored by another person.

_____ Date submitted

_____ Name of student.

Received for examination by: _____ Date:_____

# Examination

As a student of MTU you are subject to the Institute's examination rules and regulations. It is in your interest to read the documentation relating to examinations on the mycit website at:
**http://www.mycit.ie/examinations/regulations/**

Results will be released on the Institutes website at:
**http://www.mycit.ie/examinations/results/**

All work executed on the course must be available for tutorials and assessment during the academic year. Students have the responsibility to present their work in the format required in time for the examination. Submission of work for examination by exhibition or display must comply with the submission deadlines given. Non-exhibition/ display work including project, continuous assessment and written work submitted after the deadline will be subject to penalties as outlined in the Regulations for Modules and Programmes document.

Work submitted for examination must be your own work, be completed in the given semester and must not have been examined previously in any module. Where work references or is a direct development of previous work this must be clearly indicated and notified to examiners before the examination commences.

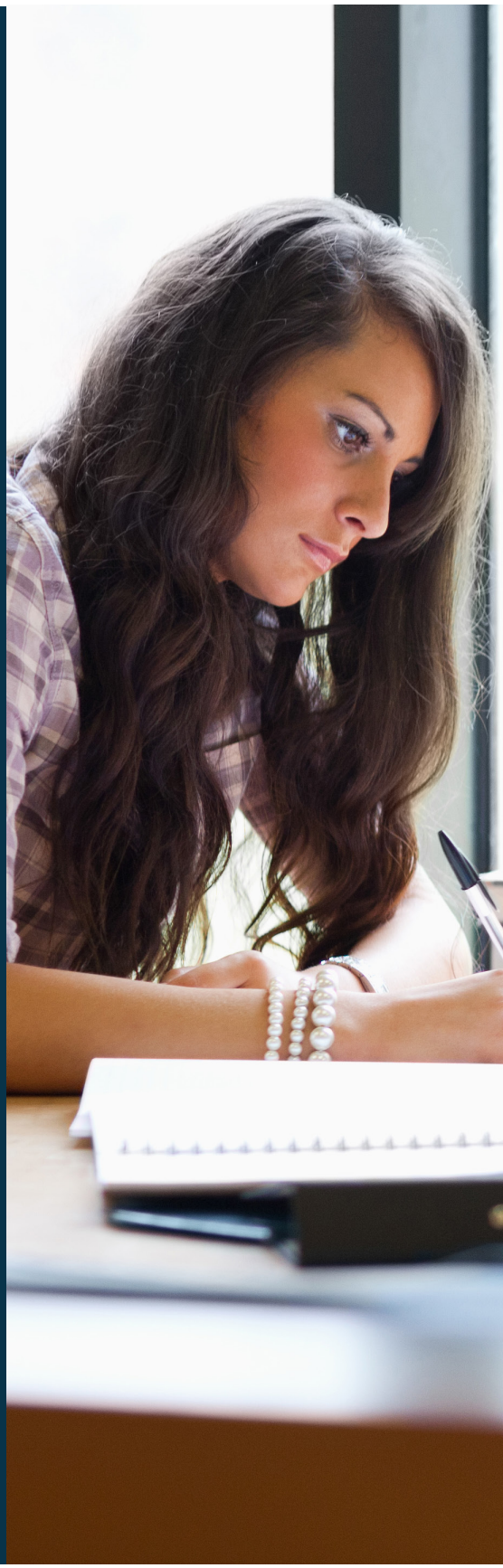
It is the student's responsibility to inform examiners prior to the commencement of examination of any issue or circumstance that they think may have an impact on, or require consideration in an examination; this might include illness or personal circumstances for instance. Notice of issues or requests for special consideration must be submitted in writing before the examination commences and must be accompanied by appropriate supporting documentation.

If a student misses an examination or assessment due to illness, they have the responsibility to notify the Department through the Year Coordinator as soon as possible following the examination with the appropriate medical certificates.

If a circumstance exists which may prevent the student from submitting, they must notify the Head of Department in advance and may request that the examination/assessment be deferred.

For further information & forms for withdrawing or deferring:
**http://www.cit.ie/aboutcit/servicesandadministration/admissions/**

Also information on the appeals policy, grounds & fees:
**http://www.mycit.ie/examinations.appeals**



# How do I withdraw from a programme?

If a student wishes to withdraw from a course, s/he has the responsibility to inform the Head of Department in writing as soon as possible, noting the effective date of withdrawal. Students who wish to withdraw need to complete an online Course Withdrawal Form.

If you have any queries or issues with submitting the online Withdrawal Form/Survey, please email Admissions admissionscork@mtu.ie or call (021) 4335040.

# How do I defer a module or programme?

If you wish to defer the full academic year, or defer just one Semester, complete the Deferral Application Form and submit to your Head of Department for consideration. The closing date for deferral applications is the 31st October in the first Semester and 28th February in the second Semester.

Only in the case where a student defers before the closing dates can they apply to the Accounts Office for a refund (less 15% Administration charge). After these dates students are eligible for fees on return, except in exceptional circumstances where a letter of application can be made to the Registrar supported by appropriate medical documentation.

MTU Exams website has a lot of useful information which can help **www.mycit.ie/examinations**

# Examinations Results Codes

There may be codes on your results, the below table explains most of these codes.

| Overall Result | Description |
|---|---|
| H1 | First Class Honours |
| 21 | Second Class Honours Grade 1 |
| 22 | Second Class Honours Grade 2 |
| DT | Pass with Distinction |
| M1 | Pass with Merit Grade 1 |
| M2 | Pass with Merit Grade 2 |
| PS | Pass |
| EX | Failed some modules - repeat required |
| AB | Not present at any assesment |
| WD | Withdrew |
| WH | Withheld |
| FL | Fail |
| DE | Deferred |
| CF | Carry Fail |
| HF | Cannot progress due to carry fail |
| **Module Result** | **Description** |
| NA | Not Applicable - no overall result |
| I | Deferred |
| X | Exempt |
| NP | Not Present |
| C | Compensation |
| W | Withdrew |

## Compensation Explained

Compensation only occurs at the end of year. Compensation to pass a stage can only be applied to module results in the same Progression and Awards Board sitting. Compensation means using the surplus marks from your passed modules to enable a pass in modules where you obtained a grade of 35% – 39%. This box outlines the amount of credit eligible for compensation.

| **Amount of credit presented at the sitting** (listed under the credit column in your results) | **Maximum amount of credit eligible for compensation** |
|---|---|
| 60 | 20 |
| 45, 50 or 55 | 15 |
| 30, 35 or 40 | 10 |
| 15 or 20 | 5 |
| 5 or 10 | 0 |

# Assessment **Guidelines**

Assessment reviews the development of work principally in terms of:

| | |
|---|---|
| **Investigation** | Investigation is crucial to ensure eective and ecient communication in understanding the issues and concerns of both the client and the intended end user/audience. In order to gain this understanding a period of investigation is necessary.<br><br>Investigation is an on-going open minded process of forming and asking questions and information gathering, using various methods from various sources that allows us to learn more about the problem in front of us and which, allows us to inform insight to support the development of a range of appropriate ideas and concepts to that problem. The purpose of this process is to ensure that we are making informed & appropriate choices that direct the design process. This phase does not seek to nalise solutions but seeks insight to form conclusions about the appropriate direction the project will take. Investigations are evident throughout a project - research/insight informs ideas/experimentations and is not a linear process, investigation is ongoing and feeds in to all areas of a project.<br><br>While evidence of this process might be implicit within the work produced it needs to be formally and explicitly documented and presented in a manner that clearly shows how it has informed the subsequent experimentation & iterative process undertaken |
| **Experimentation** | Using the information, answers to questions and insights explored during the Investigation stage, experimentations should address intuitive responses to the brief, ideas for execution and the use of visual tools, materials, media and techniques as well as overall creative strategies.<br><br>You should not be looking to 'nish' ideas at this stage but rather to experiment with as many techniques, processes, approaches that help communicate/resolve the brief as you can within the time available and to make connections between what you know and what you have learnt to generate ideas. |
| **Iteration** | Iteration is a systematic process of rapidly producing a range of prototypes for a selected idea. Iteration allows critique, discussion and feed-back to inform, rene and test dierent approaches to the nal idea against each other. During this stage, concepts are rened, design principles, style direction, technical & production considerations are all a priority concern.<br><br>The purpose of prototyping is to simulate dierent approaches to how a design will look and behave, it is this iterative process that helps to develop a designer's sensitivity, awareness and understanding of the interplay between the various elements and end user/audience response.<br><br>Prototype mock-ups can take several forms – marker visuals, scamps, digital mock ups, hand made 3-D artifacts, technical test le or digital simulations, however, regardless of the form of the prototype, it is important that they be produced rapidly. |
| **Realisation** | At this stage of the process, students will produce the required deliverables. The various visual & technical elements are brought together to deliver the core concept. The nished deliverables should address the project objectives and success criteria suitable for their intended delivery/deployment as dened by the brief. Visual and technical skills commesurate with national and international level 8 degree courses. |
| **Presentation** | Presentation can take a variety of formats depending on the requirements of the project or exercise and can be one of the most essential factors in the success of the overall project.<br><br>All elements of a presentation should be clearly identied, well designed, clean and professional and appropriate to the location it is being presented for. Your method of presentation should demonstrate your consideration of how the work relates to an audience/user. The rationale behind your project should be clearly communicated verbally, visually & in the written word. |

# Assessment **Criteria**

The following matrix is a guide to how you are assessed:

| | **Investigation**<br>Investigation of textual and visual information providing strong creative foundations for work produced. Background development of work to generate insight & inform direction. | **Experimentation**<br>Exploratory approach to ideas through the use of tools, materials, media, techniques & creative strategies in response to a given brief. | **Iteration**<br>Application of an iteratiive process using critique, feedback and independant practice to refine & test all communication, production and end user-audience response. | **Realisation**<br>The final project components required to meet the brief & communicate the core concept. The appropriateness of technique and skill that address the project objectives | **Presentation**<br>Clarity and accuracy of all written, design and media components. The work presents a clear rationale and is suitable for its intended delivery/ deployment. |
|---|---|---|---|---|---|
| **1st Hons 100% - 70%** | **Extensive** & thorough documentation, enquiry, critical analysis to inform insight and support the development of a range of appropriate ideas and concept. | **Extensive** exploration and interrelation between a broad range of appropriate, innovative approaches & techniques with substantial evidence of linking insight with a process of experimentation. | **Exceptional** application & strong evidence of an iterative process informed using feedback, critique & independant reflection to refine & test all communication, production and end user-audience response. | **Exceptional** realisation in deliverable components to meet the project success criteria. Consistent high levels of skill in all areas of visualisation, communication, production & deployment resultant from an iterative process. | **Exceptional** levels of accuracy and skill. The project rationale is excellent. Excellent preparation, execution and suitability for the intended delivery/ deployment/situation. |
| **2.1 Hons 69% - 60%** | **Comprehensive,** clear & appropriate evidence of documentation, enquiry, critical analysis to inform insight and support the development of a range of appropriate ideas and concept. | **Comprehensive** exploration of a range of appropriate, innovative approaches & techniques with strong evidence of linking background work with a process of experimentation. | **Comprehensive** application & good evidence of an iterative process informed using feedback, critique & independant reflection to refine & test all communication, production and end user-audience response | **Comprehensive** realisation in deliverable components to meet the project success criteria. Consistent levels of skill in all areas of visualisation, communication, production & deployment resultant from an iterative process. | **Comprehensive** levels of accuracy and skill. The project rationale is clear & well defined. Very well considered preparation, execution and suitability for the intended delivery/ deployment/situation. |
| **2.2 Hons 59% - 50%** | **Proficient** evidence of enquiry, critical analysis to inform insight, does not fully support the development of a range of appropriate ideas and concept. | **Proficient** exploration of a range of appropriate, innovative approaches & techniques with proficient evidence of linking background work with a process of experimentation. | **Proficient** application & evidence of an iterative process informed using feedback, critique & independant reflection to refine & test all communication, production and end user-audience response. | **Proficient** realisation in deliverable components to meet the project success criteria. Good levels of skill in all areas of visualisation, communication, production & deployment resultant from an iterative process. | **Proficient** levels of accuracy and skill. The project rationale, preparation, execution and suitability for the intended delivery/ deployment/situation have been considered. |
| **Pass 49% - 40%** | **Satisfactory** process of investigating important and relevant aspects of the brief, showing some evidence of understanding of sources. Basic documentation and critical analysis. | **Satisfactory** exploration of a range of appropriate, innovative approaches & techniques with satisfactory evidence of linking background work with a process of experimentation. | **Satisfactory** application & basic evidence of an iterative process informed using feedback, critique & independant reflection to refine & test all communication, production and end user-audience response. | **Satisfactory** realisation in deliverable components to meet the project success criteria. Basic levels of skill in all areas of visualisation, communication, production & deployment resultant from an iterative process. | **Satisfactory** levels of accuracy and skill. The project rationale, preparation, execution and suitability for the intended delivery/ deployment/situation have not been fullly considered. |
| **Fail 39% - 0%** | **Incomplete** process of investigating important and relevant aspects of the brief. Little or no documentation and support work. | **Incomplete** with little evidence of exploration. Little or no experimentation and evidence of linking background work with a process of experimentation. | **Incomplete** application with little evidence of an iterative process informed using feedback, critique & independant reflection to refine & test all communication, production and end user-audience response. | **Incomplete** realisation in deliverable components that do not meet the project success criteria regarding visualisation, communication, production & deployment resultant from an iterative process. | **Incomplete** levels of accuracy and skill. The project rationale/ narrative, preparation, execution and suitability for the intended delivery/ deployment/ situation have not been considered. |

# FAQs & **Top Tips**

## Questions

### How did you find settling into college?
It's a big change moving from second level to third level, but very exciting - the main thing is make friends, get involved, make an effort and remember everyone else is in the same boat!

### What were your main concerns about coming to college?
I was afraid I wouldn't make friends, but everyone was very helpful and friendly.

### Will I have much spare time?
Like a full time job the programmes are full time so this would typically need at least 40 hours engagement per week between class and self-directed study/work outside class. You have to be very careful how you manage your time; time management is an important skill, so learn it early on and it will make life a lot easier.

### How do I find out about meetings, deadlines, assessments, etc?
It's a big change moving from second level to third level, but very exciting -the main thing is make friends, get involved, make an effort and remember everyone else is in the same boat! I was afraid I wouldn't make friends, but everyone was very helpful and friendly. You will get information through your mycit email so this needs to be checked frequently. Deadlines will be provided with the assignments or briefs you are given and Canvas can provide information, notes and notices for some modules – each lecturer will point you to the relevant sources of information for their module. Important information on examinations is available at **http://www.mycit.ie/examinations** be sure to check this out.

### The timetable is very different from what I was used to. What should I do if I feel I'm not coping with it?
Ask your lecturer or year coordinator for advice on creating a work schedule that suits you. Organisation of your time and management of workload is important for effective learning and avoiding overload.

### What should I do if I want feedback?
It is always possible to talk with a lecturer about your work, if not immediately, then by arrangement within a short time.

### I am having difficulties juggling college work and life in general what should I do?
Talk to someone – a lecturer, year coordinator or Careers & Counselling, there are usually ways to help balance college and life responsibilities and it is better that lecturers know your situation than assume the worst! For information on: Careers & Counselling. **http://www.mycit.ie/careers**

### Where do I find information about the modules, learning outcomes, etc?
All module details are available on the MTU website at **http://courses.cit.ie/index.cfm**

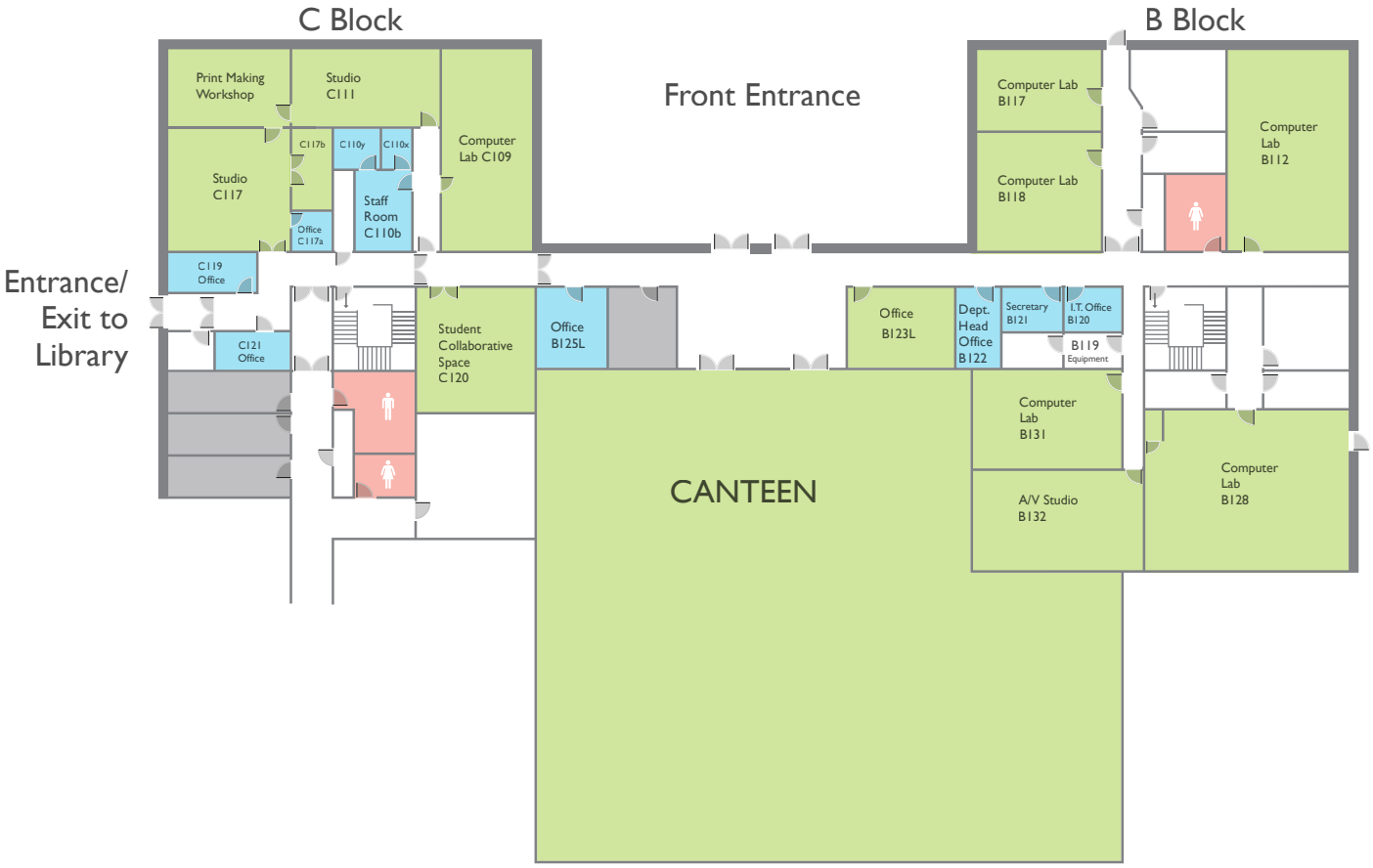




# Top Tips

- Go to class, seems simple but you would be surprised.
- Listen carefully, take notes where necessary... and ask if you don't understand anything.
- For every activity in class there is a need to do further work outside of class, this may be library/online research, assignments or additional practical work; factor this in to your schedule from the start so you keep on top of things.
- Read assignment briefs carefully and check if you are unsure about anything. Start assignments on time and keep on top of them. You will have different modules requiring different things from you, make a list, note important dates and plan a work schedule to spread the workload.
- Work consistently; don't leave things until the last minute it will pay off in results and reduced pressure at the end. Look for feedback when things are going well (then it will be easier to ask if things aren't).
- Take note of feedback, make sure you understand it and act on the advice given – don't be afraid to ask for clarification if you're not sure.
- Everyone gets "stuck" so don't be nervous about approaching lecturers for help if you need it.
- Make contact with students in other year groups. Familiarity with their work practice and drawing on their experience can be helpful... sometimes!
- Use the many campus based and online resources available to you for work and play...
- Make the effort to make friends, join societies and clubs, go to social events in college.

# Bishopstown **Campus**



Have fun – college isn't all about work!











