Introduction to Digital Media

We're delighted you're thinking about studying at Brunel University London.

Our lecturers have put together the following information to help you prepare for your course. This will give you a snapshot of the materials and reading list you'll be using. You'll get a full breakdown of information before you enrol.

On our website you can also find out more about your modules and chat to a current student.

If you have any more questions, please get in touch.

We look forward to welcoming you to Brunel.

Sample lecture/coursework questions

1. For governments around the world, creative digital design has played an important role in their COVID-19 strategies, e.g. logos, marketing campaigns, informational posters or motion graphics, short films, social media visuals, website designs, and so on.

   After reading the relevant articles in the reading list below, choose one design artefact from the UK government's COVID-19 campaign (such as a poster, a logo or a motion graphics piece), and analyse it for strengths and weaknesses. Then, consider how you could improve it and, using any software available to you, create an improved version of the artefact.

2. ScreenSkills is the industry-led skills body for the screen industries in the UK. Both of our courses at Brunel are fully accredited and industry recognised by ScreenSkills and are the only ScreenSkills-accredited degree programmes in London and the South East.

   An essential part of getting you ready for work in the creative industries is building your creative portfolio, and an essential part of that portfolio is how you market and brand yourself. You will start building your portfolio during your first term at Brunel.

   Take a look at the ScreenSkills guidance from the link given in the reading list, and then create an online portfolio that promotes you. Include a short video that introduces you – be creative! This could be you talking to camera, or an animated version of yourself, or something else! Some free portfolio hosting platforms and other software are given in the link, but use any software that you have available.

3. Storyboarding is a very useful technique and a valued skill that is required throughout the digital creative industries, not just in the film industry. For example, storyboards can be used to help with the design of user interfaces, mobile apps, VFX sequences, motion graphics sequences, and digital games. Several digital games have featured pandemics (see reading list).

   Watch the introduction to storyboarding given in the reading list and then create thestoryboard to design at least one level of a game that revolves around the idea of "track and trace". A link to free storyboarding software is given in the reading list, but use any software available to you. Consider converting your storyboard to an animatic (an animated storyboard).

Reading list

- Rowan Moore (2020) The UK government's coronavirus strategy: shoddy by design?, The Guardian, 14 June
- Molly Long (2020) UN turns to graphic designers to spread information on coronavirus, Design Week, 3 April
- Henry Wong (2020) "Government needs to make people care": designers on coronavirus communications, Design Week, 25 March
- Kate Ivey-Williams, Mia Allers, Sam Dub (2020) Designing the GOV.UK coronavirus page, Design in Government, 8 June
- Wendy Lee (2020) How a Hollywood VFX business built a tool to fight COVID-19, Los Angeles Times, 3 June
- ScreenSkills, How to build a portfolio
- RocketJump Film School (2016) Introduction to Storyboarding, YouTube, 24 March
- Storyboarder (free storyboarding software)
- Lewis Gordon (2020) How viral video games model pandemics, Frieze, 13 May

Indicative content

- Video Production: A Manriquez & T McCluskey (2015) Video Production 101: Delivering the Message - Chapter 4, Peachpit: San Francisco, CA.
- Digital Photography: J Dunlop (n.d.) Photography for beginners: a complete guide, Expert Photography
- Creativity: Interaction Design Foundation (n.d.) Ideation
- Digital Graphic Design: SW Santoro (2014) Guide to Graphic Design - Chapter 1, Pearson: Hoboken, NJ
- Motion Design: Elisa Goyeneche (2016) Why is motion design so important to user experience?, Medium, 13 January
- Creative Industries: Createch 2020 Festival Highlights
- Interactive Digital Media Development: Jun Wu (2020) Getting started with creative coding, Medium, 4 Jan

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