

Preparatory Course in Digital Media

The Preparatory Course comprises the following modules:

Introduction to Creative Industries

This module introduces the core issues in contemporary media studies and situates their studies within a detailed understanding of media industries. Topics include: the definition, relevance and characteristics of media industries; the digital and algorithmic transformations in the media industries; the impact of digital technologies on the traditional value chains in the industry; socio-economic organisation of media industries. Upon completion, students will be able to:

- Develop an understanding of key critical debates in current media studies
- Develop an understanding of key development of past and present media industries
- Apply appropriate tools in the analysis and developments in media and media studies

Introduction to Critical Digital Media Studies

Digital media is the language of the 21st century. Students will learn about the significance and relevance of digital media in society, culture, politics and the economy, as well as how to wield it effectively in various industries and domains. Upon completion, students will be able to carry out applied digital media research and strategic thinking, so as to engage in contemporary debates within digital media studies and execute an integrated communications plan.

- Understand various digital media frameworks and the history and role of digital media in communication
- Analyse the impact of digital media in shaping the society, culture, politics and various commercial sectors
- Execute digital media research to lay the foundation for strategic media planning and create effective content for target audiences
- Propose and implement a range of digital media tactics and deliverables for real problem-solving. These tactics will comprise a variety of communication and technological tools.