**Higher Diploma Arts (Digital Media Design)**

**What is this course about?**
Digital media takes its roots from graphic design, where messages are translated into a captivating experience, using an array of communication forms. Students will create projects in graphic design (typography, illustration, branding and advertising), digital media (websites, applications for mobile devices, interactivity design and 2D games).

Digital media design is a growth area, requiring skilled graduates with creative skills, technical and business knowledge. The need for specific educational courses in digital media was highlighted through the Forfas Report on Future Skills Requirements of the International Digital Media Industry.

**Aim**
The main aims of this programme are to facilitate the transformation of the novice student into a creative practitioner in Digital Media Design. The programme provides an integrated learning environment (studio) that encourages creativity, innovation, self assessment, discussion and social engagement. Learning and assessment is through “real world” practices which involve setting project briefs in a project/problem based learning environment. Students will also develop a portfolio of works in digital media and graphic design.

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Through a transformative process, students will become creative practitioners, developing skills in creative problem solving, design principles and practices, project management, communication and collaboration, technical design skills, marketing and entrepreneurship. They will experiment and explore new ideas and concepts and integrate theories and methodologies to develop design solutions. A good designer should display personal qualities of ambition, curiosity, energy, enthusiasm, imagination, initiative and talent.

**What are the minimum entry requirements?**
Applicants must currently hold a Level 8 degree. Applications not covered under the above criteria will be considered on an individual basis, through submission of a portfolio of prior work or by an RPL procedure in accordance with the IT Carlow Recognition of Prior Learning Policy.

All applicants will be considered on a case-by-case basis. Lifelong Learning reserves the right to require applicants to attend for an interview to determine their suitability for the programme.

**What will I study?**
- Graphic Design
- Web Design
- Interactive Design
- Entrepreneurship
- Digital Marketing