

Module title		Abbreviation
Digital media 1		10-MK-DigMed1-212-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The development of multimedia and multimodal media for the presentation of information has fundamentally transformed the way computers and media are used within few years. Since digital media is created on the computer but consumed by humans, media informatics needs to focus on technology as well as humans. The module aims to provide fundamental knowledge of digitization and coding as well as the basic functionalities of digital media types such as audio, images, 2D vector graphics and texts.</p>		
Intended learning outcomes		
<p>Students acquire a basic knowledge of human perception as well as the digitization, compression and editing of various digital media types. In the accompanying tutorials, the contents of the lecture are deepened, practiced and practically applied.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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Additional information		
Instead of an exercise, a tutorial with 2 SWS can be offered.		
Workload		
150 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Media Communication (2021)		