Letterkenny Institute of Technology
Report of the Panel of Assessors

PART 1   GENERAL INFORMATION

DATE OF VISITATION: 19/05/17
PROGRAMMES EVALUATED:
    BA (Hons) Common entry with named award options:
- Animation,
- Digital Film & Video
- Graphic & Digital Design
- Fashion with Promotion

BA in Graphic & Digital Design (Level 7)
BA in Digital Film & Video (Level 7)

MEMBERS OF PANEL OF ASSESSORS:
- David Denieffe, Registrar, IT Carlow (Chair)
- Nevil Walsh, Programme Chair of the Creative Design Programme IT Sligo
- Gary Bates, Big Fish
- Mary Avril Gillan, Head of First Year Art and Design, National College of Art and Design
- Anthony Hutton, Ulster University and EyeSpyFX

Secretary to Panel: Dr Joanne Gallagher

Department of Design and Creative Media – Academic staff.

Nollaig Crombie - HOD

Patrick Campbell

Padraig Lynch

Mark Cullen

Kelda Gibson

John McCloskey

Joshua McNutt

Cormac O Kane

Matt Mc Donagh

Rosemary Blaney

Fiona O Reilly

Paul Marley

Sharon Maxwell

Crona O Donoghue

Thomas Mc Laughlin

Joe Coll

Note: it is Institute policy that all New Programme Validations are published on the LYIT website.

PART 3 RECOMMENDATIONS
(For the attention of the Academic Council

The panel wishes to acknowledge and commend the work that is being carried out by the Department of Design and Creative Media.
The panel wishes to acknowledge the challenges that are being faced by the Department.

The staff of the Department of Design & Creative Media would like to thank the members of the Panel of Assessors most sincerely, for the thorough discussions on our proposals. Meetings were constructive and supportive. We acknowledge their recommendations as outlined below and will apply accordingly.

The Panel of Assessors advises the Academic Council that the Institute and the School/Department should take cognisance of following recommendations:

1. With regards to programme choice - ensure that the pathways of progression on to each programme is made explicit to the student, and that there is a clear process in place with which to manage the process. This process should be transparent.

   Agreed, Induction plans are developed for all programmes, additionally our model for retention, includes pre-entry, entry/arrival & post entry, which explicitly addresses the issues of programme information provision and informed programme choice.

2. Recommend that learning spaces are retained.

   Agreed, quality and appropriate learning spaces have been explicitly identified as a high priority as part of the Functional Area and Risk management plan for the School.

3. Promote cross year discipline activities – student societies, joint trips and joint lectures and guest lectures

   Agreed. Engagement, social interaction and a sense of belonging are explicitly identified in our retention approach, and will additionally be formally addressed in a school/department engagement approach subject to a finalised Institute engagement strategy in the incoming academic year 17/18.

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Please attach Approved Course Schedules

Title of Award: **Bachelor of Arts (Hons) in Animation**
Area Of Specialisation:
Learning Mode Offered: Fulltime and/or Part-time
Date Effective: September 2017
Stage One

Semester	Module Title	Subject status	ECTS		Total Contact hours				Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Coursework	Final Exam	Total
SEMESTER 1											
1	Visual Enquiry	M	6	10	1	-	6	-	100	-	100
1	Communication & Creative Process	M	6	5	2	2	-	-	100	-	100
1	Art & Design History 1	M	6	5	2	2	-	-	100	-	100
1	Programme Fundamentals	M	6	10	2	2	4	-	100	-	100
SEMESTER 2											
2	Animation Principles	M	6	10	1	1	5	-	100	-	100
2	Narrative & Visual Storytelling	M	6	10	2	1	4	-	100	-	100
2	Drawing Studies	M	6	5	-	1	3	-	100	-	100
2	Art & Design History 2	M	6	5	2	2	-	-	100	-	100
SEMESTER 3											
3	Animation Production Skills 1	M	6	15	1	1	7	-	100	-	100
3	Drawing & Design 1	M	6	5	-	-	4	-	100	-	100
3	Animation History 1	M	6	5	2	1	-	-	100	-	100
3	Personal Film Project	M	6	5	-	2	2	-	100	-	100
SEMESTER 4											
4	Animation Production Skills 2	M	6	15	1	1	7	-	100	-	100
4	Drawing and Design 2	M	6	5	-	-	4	-	100	-	100
4	Animation History 2	M	6	5	2	1	-	-	100	-	100
4	Animation Practice	E	6	5	2	2	-	-	100	-	100

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Semester	Module Title	Subject status	ECTS		Total Contact hours				Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Coursework	Final Exam	Total
SEMESTER 5											
5	Animation Production	M	7	10	-	2	3	-	100	-	100
5	Animation & Visual Effects	M	7	10	-	2	3	-	100	-	100
5	Animation & Contemporary Culture	M	7	5	2	2	-	-	100	-	100
5	Animation Business	M	7	5	2	1	-	-	100	-	100
SEMESTER 6											
6	Animation Project	M	7	15	-	3	4	-	100	-	100
6	Professional Animation Practice	M	7	10	1	1	2	-	100	-	100
6	Contemporary Animation Theory	M	7	5	2	2	-	-	100	-	100
SEMESTER 7 (Award Stage)											
7	Industry Project	M	8	10	-	2	3	-	100	0	100
7	Pre-Production	M	8	10	-	2	2	-	100	0	100
7	Dissertation	M	8	10	2	Supplemented by Meetings			100	0	100
SEMESTER 8 (Award Stage)											
8	Innovation & Creativity	M	8	5	2	1	-	-	100	0	100
8	Production	M	8	25	-	2	4	-	100	0	100

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Title of Award: **Bachelor of Arts (Hons) in Digital Film & Video**
Area Of Specialisation:
Learning Mode Offered: Fulltime and/or Part-time
Date Effective: September 2017

Semester	Module Title	Subject status	ECTS		Total Contact hours				Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Coursework	Final Exam	Total
SEMESTER 1											
1	Visual Enquiry	M	6	10	1	-	6	-	100	-	100
1	Programme Fundamentals	M	6	10	2	2	4	-	100	-	100
1	Communications & Creative Process	M	6	5	2	2	-	-	100	-	100
1	Art & Design History 1	M	6	5	2	2	-	-	100	-	100
SEMESTER 2											
2	Moving Image Basics	M	6	10	1	1	5	-	100	-	100
2	Sound Recording: Mixing & Production	M	6	5	-	1	3	-	100	-	100
2	Experimental Music & Video	M	6	10	1	1	5	-	100	-	100
2	Art & Design History 2	M	6	5	2	2	-	-	100	-	100
SEMESTER 3											
3	Cinematography	M	6	10	1	2	3	-	100	-	100
3	Scriptwriting & Storyboarding	M	6	10	2	1	4	-	100	-	100
3	Film History	M	6	5	2	1	-	-	100	-	100
3	Ambient Sound/Foley	M	6	5	2	1	-	-	100	-	100
SEMESTER 4											
4	Production Management	M	6	5	-	1	2	-	100	-	100
4	Compositing	M	6	10	1	2	3	-	100	-	100
4	Film & Video History	M	6	5	2	1	-	-	100	-	100
4	Studio And Field Audio & Video	M	6	10	1	1	4	-	100	-	100

Semester	Module Title	Subject status	ECTS	Total Contact hours	Allocation of marks (%)

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		Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Coursework	Final Exam	Total
SEMESTER 5										
5	Interactive Audio Video	M	7	10	-	1	4	-	100	-	100
5	Editing & Effects	M	7	10	-	1	4	-	100	-	100
5	Film, History & Theory	M	7	5	2	1	-	-	100	-	100
5	Titles and Typography	M	7	5	1	1	1	-	100	-	100
SEMESTER 6										
6	Design Project	M	7	15	-	1	5	-	100	-	100
6	Imaging Technologies	M	7	5	-	-	4	-	100	-	100
6	Professional Practice	M	7	5	2	1	-	-	100	-	100
6	Contemporary Film Theory	M	7	5	3	1	-	-	100	-	100
SEMESTER 7 (award Stage)										
7	Industry / Competition Brief	M	8	10	1	2	3	-	100	-	100
7	Final Project (Pre-Production)	M	8	10	1	2	3	-	100	-	100
7	Dissertation	M	8	10	2	Supplemented by Meetings			100	-	100
SEMESTER 8 (Award Stage)										
8	Final Project	M	8	25	1	2	3	-	100	-	100
8	Innovation and Creativity	M	8	5	2	1	-	-	100		100

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Title of Award: **Bachelor of Arts in Digital Film & Video**
Area Of Specialisation:
Learning Mode Offered: Fulltime and/or Part-time
Date Effective: September 2017

Semester	Module Title	Subject status	ECTS		Total Contact hours				Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Coursework	Final Exam	Total
SEMESTER 1											
1	Visual Enquiry	M	6	10	1	-	6	-	100	-	100
1	Sound Basics	M	6	5	2	1	1	-	100	-	100
1	Communications & Creative Process	M	6	5	2	2	-	-	100	-	100
1	Photography Basics	M	6	5	-	-	3	-	100	-	100
1	Art & Design History 1	M	6	5	2	2	-	-	100	-	100
SEMESTER 2											
2	Moving Image Basics	M	6	10	1	1	5	-	100	-	100
2	Sound Recording: Mixing & Production	M	6	5	-	1	3	-	100	-	100
2	Experimental Music & Video	M	6	10	1	1	5	-	100	-	100
2	Art & Design History 2	M	6	5	2	2	-	-	100	-	100
SEMESTER 3											
3	Cinematography	M	6	10	1	2	3	-	100	-	100
3	Scriptwriting & Storyboarding	M	6	10	-	3	3	-	100	-	100
3	Film History	M	6	5	2	1	-	-	100	-	100
3	Ambient Sound/Foley	M	6	5	2	1	-	-	100	-	100
SEMESTER 4											
4	Production Management	M	6	5	-	1	2	-	100	-	100
4	Compositing	M	6	10	1	2	3	-	100	-	100
4	Film & Video History	M	6	5	2	1	-	-	100	-	100
4	Studio And Field Audio & Video	M	6	10	1	1	4	-	100	-	100

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Semester	Module Title	Subject status	ECTS		Total Contact hours				Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/Practical	Online	Coursework	Final Exam	Total
SEMESTER 5 (Award Stage)											
5	Interactive Audio Video	M	7	10	-	1	4	-	100	-	100
5	Editing & Effects	M	7	10	-	1	5	-	100	-	100
5	Film, History & Theory	M	7	5	2	1	-	-	100	-	100
5	Titles and Typography	M	7	5	1	1	1	-	100	-	100
SEMESTER 6 (Award Stage)											
6	Design Project	M	7	15	-	1	6	-	100	-	100
6	Imaging Technologies	M	7	5	-	-	4	-	100	-	100
6	Professional Practice	M	7	5	2	1	-	-	100	-	100
6	Contemporary Film Theory	M	7	5	3	1	-	-	100	-	100

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Title of Award: Bachelor of Arts (Hons) in Fashion with Promotion
Area Of Specialisation:
Learning Mode Offered: Fulltime and/or Part-time
Date Effective: September 2017

Semester	Module Title	Subject status	ECTS Level	ECTS Number	Total Contact hours Lecture	Total Contact hours Tutorial	Total Contact hours Lab/Studio/Practical	Total Contact hours Online	Allocation of marks (%) Coursework	Allocation of marks (%) Final Exam	Allocation of marks (%) Total
SEMESTER 1											
1	Visual Enquiry	M	6	10	1	-	6	-	100	-	100
1	Communications & Creative Process	M	6	5	2	2	-	-	100	-	100
1	Art & Design History 1	M	6	5	2	2	-	-	100		100
1	Programme Fundamentals	M	6	10	2	2	4	-	100	-	100
SEMESTER 2											
2	Fashion Design & Development 1	M	6	10	-	1	6	-	100	-	100
2	Life Drawing and Fashion Illustration	M	6	10	-	1	6	-	100		100
2	Photography - Studio	M	6	5	-	1	3	-	100	-	100
2	Art & Design History 2	M	6	5	2	2	-	-	100	-	100
SEMESTER 3											
3	Fashion Flats & Pattern Cutting	M	6	15	-	1	8	-	100	-	100
3	Fabrics, Finishes & Innovation	M	6	5	2	1	1	-	100	-	100
3	Fashion History 1	M	6	5	2	1	-	-	100	-	100
3	Photography – Post Processing	M	6	5	1	-	2	-	100	-	100
SEMESTER 4											
4	Fashion Design & Development 2	M	6	15	-	1	7	-	100	-	100
4	Fashion Promotion through Moving Image	M	6	5	1	-	2	-	100	-	100
4	The History of Fashion and Fashion Promotion	M	6	5	2	1	-	-	100	-	100
4	Social Media Promotion	M	6	5	1	1	2	-	100	-	100

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Semester	Module Title	Subject status	ECTS		Total Contact hours				Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Coursework	Final Exam	Total
SEMESTER 5											
5	Accessory & Menswear Design	M	7	10	-	2	4	-	100	-	100
5	Graphic Design for Fashion Promotion	M	7	5	-	1	2	-	100	-	100
5	Fashion Marketing	M	7	5	3	-	-	-	100	-	100
5	Video Post Production	M	7	5	-	1	2	-	100	-	100
5	Work Placement	M	7	5	1			-	100	-	100
SEMESTER 6											
6	Fashion Project	M	7	15	-	1	6	-	100	-	100
6	Costing & Sourcing	M	7	10	4	2	-	-	100	-	100
6	Promotional and Academic Planning	M	7	5	-	1	2	-	100	-	100
SEMESTER 7 (Award Stage)											
7	Design Development	M	8	10	-	1	6	-	100	-	100
7	Personal Promotion	M	8	5	1	1	1	-	100	-	100
7	Fashion Entrepreneur	M	8	5	2	1			100	-	100
7	Dissertation	M	8	10	2	Supplemented by Meetings			100	-	100
SEMESTER 8 (Award Stage)											
8	Final Collection	M	8	20	-	2	6	-	100	-	100
8	Creative Promotional Campaign	M	8	5	1	1	1	-	100	-	100
8	Product Management	M	8	5	2	1	-	-	100	-	100

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Title of Award: **Bachelor of Arts (Hons) in Graphic & Digital Design**
Area Of Specialisation:
Learning Mode Offered: Fulltime and/or Part-time
Date Effective: September 2017
Year 1

Semester	Module Title	Subject status	ECTS		Total Contact hours				Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Coursework	Final Exam	Total
SEMESTER 1											
1	Visual Enquiry	M	6	10	1	-	6	-	100	-	100
1	Programme Fundamentals	M	6	10	2	2	4	-	100	-	100
1	Communications & Creative Process	M	6	5	2	2	-	-	100	-	100
1	Art & Design History 1	M	6	5	2	2	-	-	100	-	100
SEMESTER 2											
2	Graphic Design – Layout	M	6	10	1	2	4	-	100	-	100
2	Image Making – Moving Image	M	6	10	2	2	3	-	100	-	100
2	The Web Design Process	M	6	5	-	2	2	-	100	-	100
2	Art & Design History 2	M	6	5	2	2	-	-	100	-	100
SEMESTER 3											
3	Graphic Design – Identity	M	6	10	1	1	4	-	100	-	100
3	UI – User Interface Design	M	6	10	1	1	4	-	100	-	100
3	Graphic Language	M	6	5	-	1	2	-	100	-	100
3	Design Theory 1 – 20th Century visual communication	M	6	5	2	1	-	-	100	-	100
SEMESTER 4											
4	Spatial Graphic Design	M	6	10	1	1	4	-	100	-	100
4	Ux – User Experience Design	M	6	10	1	1	4	-	100	-	100
4	Motion Graphics	M	6	5	1	1	1	-	100	-	100
4	Design Theory 2 – 20th Century visual communication	M	6	5	2	1	-	-	100	-	100

Semester	Module Title	Subject status	ECTS	Total Contact hours	Allocation of marks (%)

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		Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Coursework	Final Exam	Total
SEMESTER 5										
5	Visual Communication in Advertising	M	7	10	3	2	-	-	100	-	100
5	Typographic Practice	M	7	10	1	-	4	-	100	-	100
5	Personal Promotion	M	7	5	1	1	1	-	100	-	100
5	Design Theory – Advertising & Branding	M	7	5	2	2	-	-	100	-	100
SEMESTER 6										
6	Professional Design Practice	M	7	25	-	1	10	-	100	-	100
6	Contemporary Design Theory	M	7	5	2	2	-	-	100	-	100
SEMESTER 7 (Award Stage)										
7	Advanced Typographic Practice	M	8	15	4	4	-	-	100	-	100
7	Dynamic Identities	M	8	5	1	1	1	-	100	-	100
7	Dissertation	M	8	10	2	Supplemented by Meetings			100	-	100
SEMESTER 8 (Award Stage)										
8	Design Project	M	8	20	-	2	8	-	100	-	100
8	Innovation and Creativity	M	8	5	2	1	-	-	100	-	100
8	Industry Preparation	M	8	5	-	2	-	-	100	-	100

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Title of Award: **Bachelor of Arts in Graphic and Digital Design**
Area Of Specialisation:
Learning Mode Offered: Fulltime and/or Part-time
Date Effective: September 2017

Semester	Module Title	Subject status	ECTS		Total Contact hours				Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Coursework	Final Exam	Total
SEMESTER 1											
1	Visual Enquiry	M	6	10	1	-	6	-	100	-	100
1	Graphic Design Basics	M	6	5	-	2	2	-	100	-	100
1	Photography Basics	M	6	5	-	-	3	-	100	-	100
1	Communications and the Creative Process	M	6	5	2	2	-	-	100	-	100
1	Art & Design History 1	M	6	5	2	2	-	-	100	-	100
SEMESTER 2											
2	Graphic Design – Layout	M	6	10	1	2	4	-	100	-	100
2	Image Making – Moving Image	M	6	10	2	2	3	-	100	-	100
2	The Web Design Process	M	6	5	-	2	2	-	100	-	100
2	Art & Design History 2	M	6	5	2	2	-	-	100	-	100
SEMESTER 3											
3	Graphic Design – Identity	M	6	10	1	1	4	-	100	-	100
3	UI – User Interface Design	M	6	10	1	1	4	-	100	-	100
3	Graphic Language	M	6	5	-	1	2	-	100	-	100
3	Design Theory 1 – 20th Century visual communication	M	6	5	2	1	1	-	100	-	100
SEMESTER 4											
4	Spatial Graphic Design	M	6	10	1	1	4	-	100	-	100
4	UX – User Experience Design	M	6	10	1	1	4	-	100	-	100
4	Motion Graphics	M	6	5	1	1	1	-	100	-	100
4	Design Theory 2 – 20th Century visual communication	M	6	5	2	1	-	-	100	-	100

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Year 3 (Award)

Semester	Module Title	Subject status	ECTS		Total Contact hours				Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Coursework	Final Exam	Total
SEMESTER 5											
5	Visual Communication in Advertising	M	7	10	3	2	-	-	100	-	100
5	Typographic Practice	M	7	10	1	-	4	-	100	-	100
5	Personal Promotion	M	7	5	1	1	1	-	100	-	100
5	Design Theory – Advertising & Branding	M	7	5	2	2	-	-	100	-	100
SEMESTER 6											
6	Professional Design Practice	M	7	25	-	1	10	-	100	-	100
6	Contemporary Design Theory	M	7	5	2	2	-	-	100	-	100

Programme Evaluation Report Approved by:

David Denieffe

Chairman to Panel

(Registrar, IT Carlow)

Date 28|6|2017

Billy Bennett

(Registrar, Letterkenny IT)

Date 10/7/17.

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