

# Digital Creativity

**UCAS Code: Combined Honours only** (please see website for details)

**Duration: 3 years | Full-time | Creative Campus | 2024/2025**

Placement year opportunities available



## Course Overview

This course will educate students towards creating work that bridges the gap between traditional creative practices and their modern technologically-facilitated counterparts from gaming, to graphic design to music and dance. It responds to the continuing appropriation of emerging digital technologies by artists with the aim of discovering new approaches for creative expression, often referred to under the umbrella term 'Creative Convergence'. The course responds to the teaching and research interests of staff within the subjects of Music, Performance and Visual Arts, as well as colleagues in the areas related to Computer Science.

You will learn how to use a variety of technologies and realise assessed projects; these may include motion capture, haptic feedback, interaction design, data sonification & visualisation, animation & sound design, and coding/scripting in relevant languages strictly for creative output. The practical seminars will act as laboratories to experiment with these technologies and enhance your skillsets, working towards a signature practice that primes them for the digital creative sector. The lectures provide a theoretical basis for you to critically position your work, further developed through student-led discussions in tutorials. The lecture content also informs the seminars, ensuring you are able to perceive the practical application of these ideas. In your first year of study, you will be introduced to the key practitioners and practices who demonstrate the ways digital technologies enrich the creative potential of traditional art forms.

## Entry Requirements

This course follows the standard University entry requirements. Please see the website for further information.

## Fees and Additional Costs

The tuition fees for 2024/2025 are £9,250 for full-time undergraduate courses.

You will also need to consider the cost of your accommodation each year whilst you study at university.

Visit our accommodation webpages for further details about our Halls of Residence:  
[www.hope.ac.uk/halls](http://www.hope.ac.uk/halls)

Applicants will need access to a computer if course delivery is switched to online. The University has a laptop lending service if remote study is necessary.



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## CONTACT

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# Digital Creativity Curriculum

## Year One

An introduction to digital creativity through learning about key practitioners and practices that have demonstrated avenues in the ways digital technologies enrich the creative potential of traditional practices, and interpreting the notions of 'interactivity' and 'user experience' through digital tools.

Students will be introduced to the main programming languages and their applications over different software and hardware platforms, taught through a problem-solving approach connected to specific creative projects envisioned by each learner.

The precedent outcomes will be presented with a focus on their utilised technology, with students assessed on analysing and comprehending the design of user experience evident in each outcome.

## Year Two

In the second year, students will learn how to work closely with other practitioners in collaborative environments, and develop hybrid forms of audience and performer experiences, working across a variety of digital creative platforms. Students will be encouraged to work briefly within a professional digital creative context, and seek to specialise in particular areas of practice.

During the second year, continued software and hardware training will include the design of systems responding to external briefs set by tutors and partner practitioners. Students will be assessed on both tangible outcomes of their designs, as well as written reports on the logic fuelling their design approaches.

Students will prepare for their dissertation through writing and research tutorials, aiming to develop subjects for their final year dissertation.

## Year Three

In their final year, students will be able to evidence their proficiency in varying performance technologies and possess the ability to develop creative and original applications for them in their work. This will culminate in selecting either to complete a placement within an arts organisation or to take the lead as project manager of a major performance project of your own devising. This final year will also require you to complete an independent research project on a topic of your own choice.

Final year students will be asked to curate projects closely aligned with the requirements of professional activities, and may collaborate with second year students and/or external practitioners. This will involve the design of technological systems, as well as evidence of appropriate project management and administration, including liaising with external partners and funding opportunities.

The dissertation project will evidence research and reflective analysis skills through practice-based and practice-led methodologies.

## COURSE STRUCTURE

Studying this degree consists of lectures, where all students are taught together, seminars of smaller groups of around 15-20 students and small group tutorials.

You also have the opportunity to have a one-to-one meeting with your tutor each week.

For the Digital Creativity part of your Combined Honours degree, there will be approximately 6 teaching hours per week in your first year, which reduces to approximately 5 teaching hours in your second and third years.

As well as teaching hours, you will be expected to spend a number of hours working independently each week, as well as working in groups to prepare for any group assessments you may have.

## ASSESSMENT AND FEEDBACK

Assessment will be by way of digital creative projects; programming and coding design tests and contextual essays.

You will be given written feedback on your assessments, and you will have the opportunity to discuss this with your tutor in more detail.



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