



# Engaging in the Digital World: Today and Tomorrow

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<b>What will you learn from this Elective?</b>	<p>We engage with digital media every day – whether by simply using the web to find out about holiday destinations or share images and opinions on social media, to using immersive video games or interactive with digital assistants like Alexa or OK Google. With the rise of augmented and virtual reality, the future is expected to blur the lines of realism even further – with highly realistic virtual avatars and objects playing a greater role in our daily lives and being able to act on our behalf.</p> <p>In this elective, you will learn about key aspects of digital media and engagement. We will take you behind the websites, social media platforms and digital assistants of today to investigate how they work.</p> <p>Taking this module will empower you to:</p> <ul style="list-style-type: none"><li>• understand these interactive digital media experiences and</li><li>• to critically evaluate their capabilities.</li></ul>
<b>Student Workload</b>	<p>Student workload will involve:</p> <p>11x1 hour attendance TED-style masterclasses plus class discussion; 11x1 hour group work; 103 hours independent study, online discussions, preparation for group work.</p>
<b>Assessment Components</b>	<p>40%: Students will undertake an evaluation centric group project, e.g. evaluation of a particular digital engagement (e.g. virtual museum, online news media site). A report will be produced and peer reviewed by other groups to encourage knowledge exchange between students.</p> <p>60%: Each individual student will be required to undertake a case study report (1,000 words). They will select a digital engagement case taken from tourism, arts, education etc. They will analyse the case based on the major topic areas (i.e. User Interaction, Multi-modal engagement and Societal considerations).</p>