



THE UNIVERSITY *of* EDINBURGH  
*Edinburgh College of Art*

**Welcome to**

***MSc Design and Digital Media (DDM)***

**Virtual Open Day**

**by Dr Cenk Köknar**



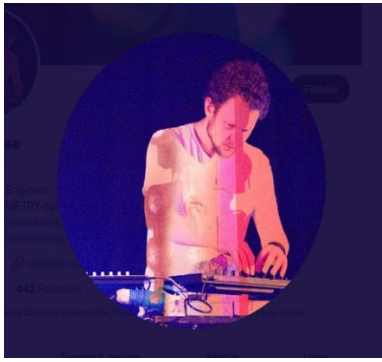
# Meet the team



Dr Andrew  
Connor



Dr Cenk Köknar  
  
Programme  
Director for Design  
and Digital Media



Dave House  
  
Cohort Lead



Dr Denitsa  
Petrova  
  
Programme  
Director for  
Digital Media  
Design



Eleni Geragidi



Prof John Lee

...and our amazing tutors and technicians!



# About DDM

- Working with current and emerging technologies
- Developing new and improving existing digital design skills
- Critical engaging with the of role and impact of digital media on society
- Being responsible designers
- Helping each other as a ONE BIG TEAM

# Programme characteristics



Integration of  
theory and  
practice



Renowned  
expertise and  
facilities



Flexibility  
and choice

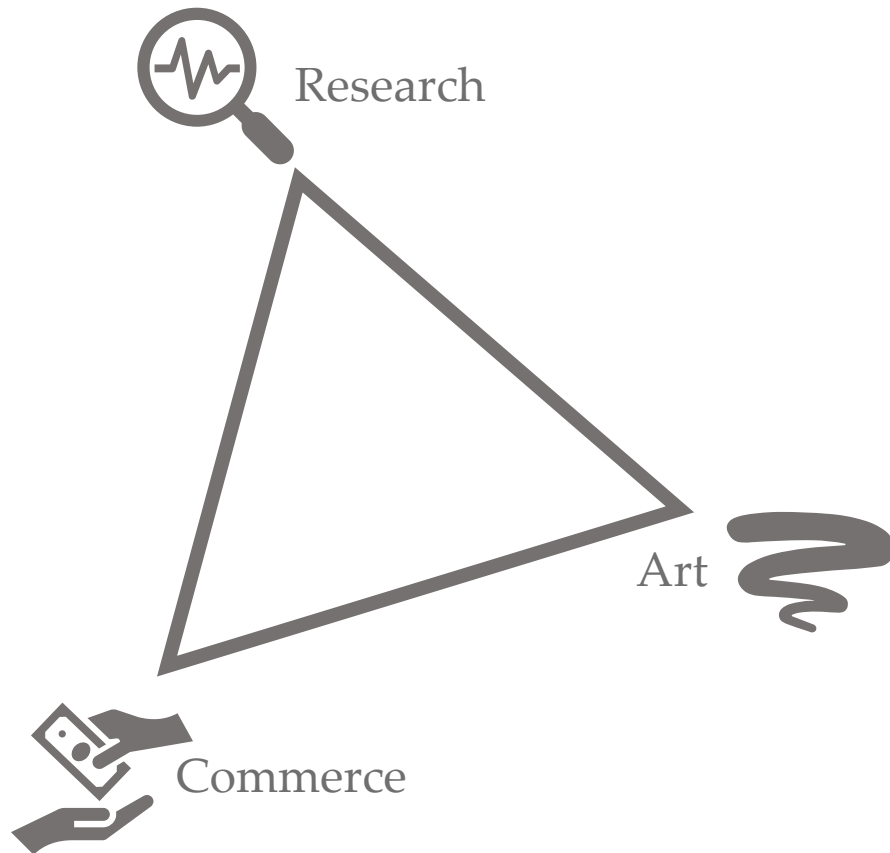


International  
culture



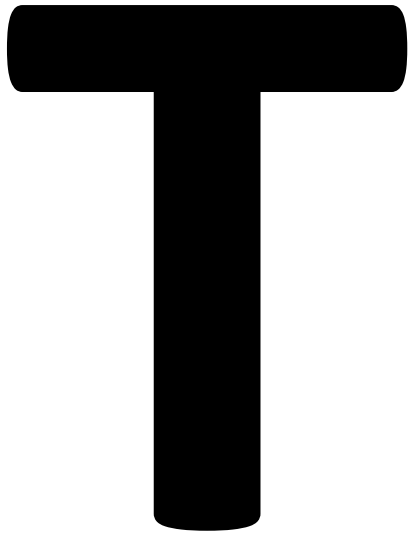
Our place in  
the city

# Career options



- UI
- UX
- Graphic Design
- Web Design
- Media
- Culture
- Interactive Design
- 3D Modelling
- 3D Animation
- Game Design
- Immersive Design
- AR/VR
- Virtual Production

# T-Shaped Skills



Cross-discipline  
competencies

Expertise

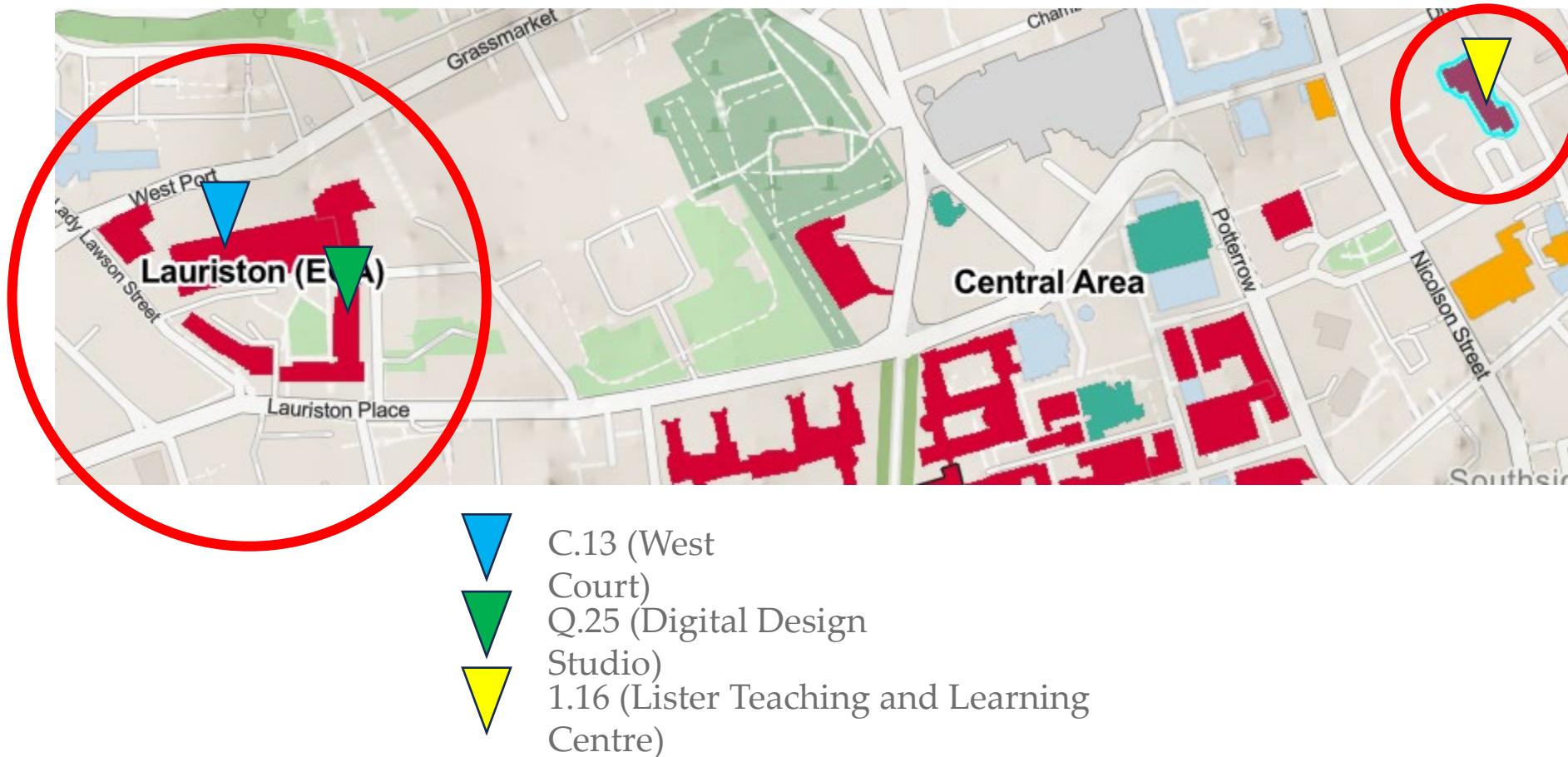
Why?

- Importance of expertise
- Breadth of cross-discipline knowledge
  - Understanding and excitement of other disciplines
  - Ability to communicate and collaborate
  - Adapting changes



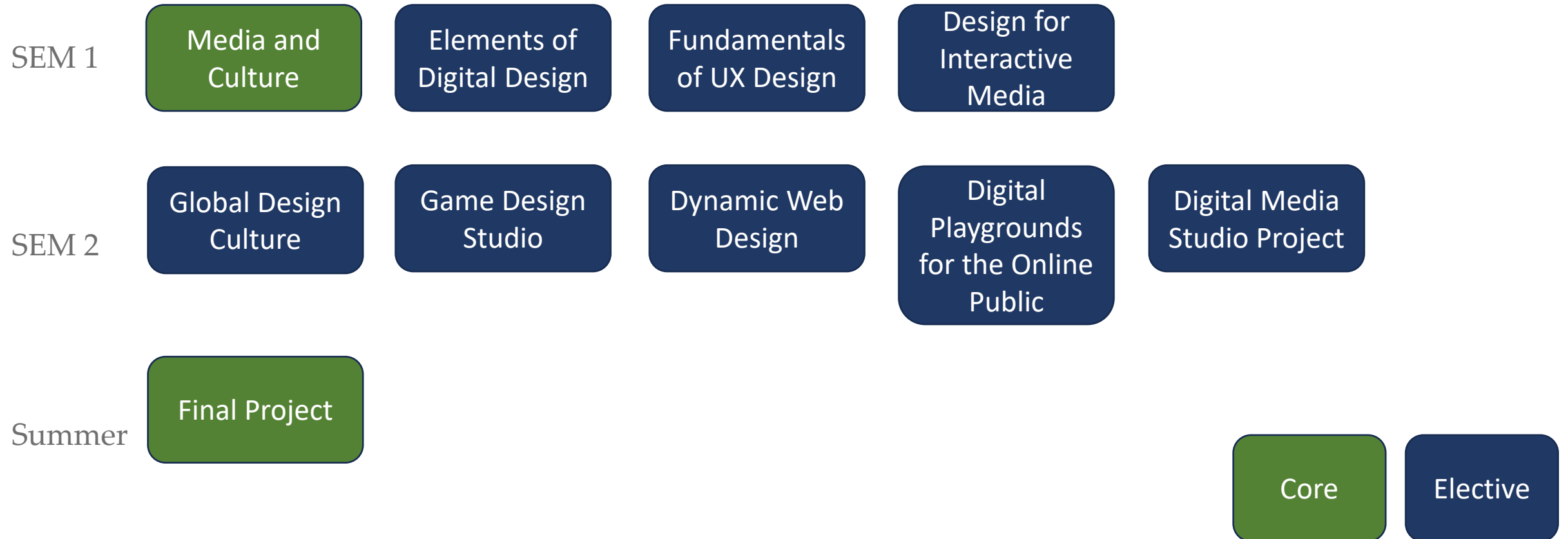


# Teaching and studio spaces





# Course Options Information





# How to graduate? (For full-time)

- You need to collect 180 credits to graduate
- Each course is often 20 credits
  - Meaning typically 3 courses a semester
- Final project is 60 credits



# Marking system in UoE (and UK in general)

Mark %	Grade	Description
90-100	A1	An excellent performance, satisfactory for a distinction
80-89	A2	An excellent performance, satisfactory for a distinction
70-79	A3	An excellent performance, satisfactory for a distinction
60-69	B	A very good performance
50-59	C	Satisfactory for a masters degree (good diplomas and certificates)
40-49	D	Inadequate for a masters degree (satisfactory diplomas and certificates)
30-39	E	Marginal Fail
20-29	F	Clear Fail
10-19	G	Bad Fail
0-9	H	Bad Fail











Shiqi Ruan



Aboodi Taha







ii. Letterform resemblance:

The second approach emulates the structure of Arabic script's letterforms by superficially adopting the shapes and design principles of Arabic script for Latin alphabet characters (Wachendorff, 2018). For instance, the Rasyideen typeface by Pollux of Geminorum (2021) is designed to mimic the shapes and forms of Arabic script without directly substituting any letters (Fig.09, Fig.10, Fig.11). This involves using curvilinear connections between letters to create a cursive calligraphy-like style and adding diamond-shaped diacritical marks, akin to those used in Arabic typography (Fig.12).

Rashmi  
Senthilkumaran

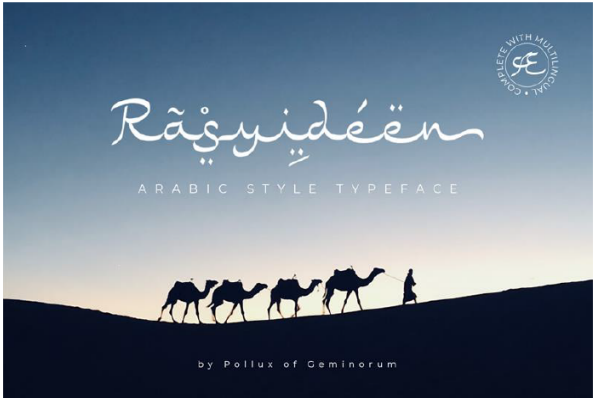


Fig.09: Rasyideen  
typeface (Pollux of  
Geminorum (2021))



Fig. 11 - Seam in digitized  
composited paintings clearly visible

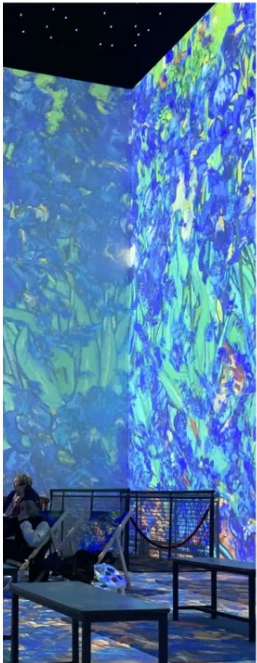
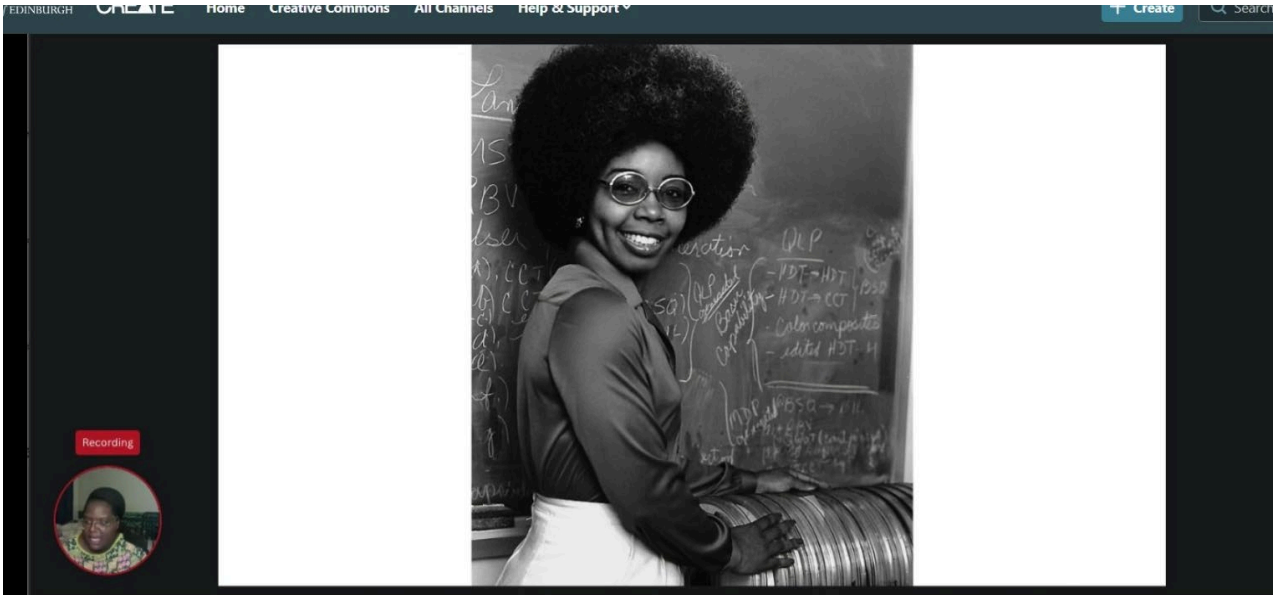


Fig. 12 - Adjacent projections on  
walls appear significantly duller

Aya Mohamed



Melissa Charles



Anthony Fox



# From Uganda to Japan: Population Pyramids in each country

21 July 2017: Kazuki OGIWARA

- Ordered population pyramid of each 201 country on the planet by average age
- Each pyramid consists of 21 age classes from 0 - 5 y.o. to 100 y.o. -
- The youngest country is Uganda, with triangle-shaped pyramid
- The oldest is Japan, whose pyramid has become "vase-shaped"
- You can rotate, zoom, and pan camera with mouse and cursor keys
- Data source: [World Population Prospects](#)

