



monarch

Curriculum Catalog

Career and Technical Education Series

Fundamentals of Digital Media

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Fundamentals of Digital Media Course Overview

This course gives an overview of the different types of digital media and how they are used in the world today. Students examine the impact that digital media has on culture and lifestyle. The course reviews the basic concepts for creating effective digital media and introduces a number of different career paths that relate to digital media.

Students will examine some tools used to create digital media and discuss best practices in the creating of digital media. This includes an overview of the process used to create new media pieces as well as the basics concepts of project management.

In the course, students will examine the use of social media, digital media in advertising, digital media on the World Wide Web, digital media in business, gaming and simulations, e-commerce, and digital music and movies. Students will review ethics and laws that impact digital media use or creation.

Objectives

- Discuss different types of digital media.
- Explain the value of using online video and audio for business.
- Discuss careers in digital media.
- Compare and contrast digital media and traditional forms of media.
- Discuss living in a digital society and the changes resulting from it.
- Discuss project management as a career.
- Describe the evolution of social media.
- Discuss ethics and social media.
- Identify some challenges that the gaming industry will face in the future.
- Compare the different types of computer languages.
- Determine the role digital media plays in globalization.
- Explain the limitations of doing business on the web.
- Describe some different laws that relate to digital media.
- Explain the canons of journalism.
- Describe some expected changes in social media and advertising.
- Determine what type of schooling is necessary for their chosen career.

Student should have a basic understanding of computers and the Internet.

Unit 1: Introduction to Digital and Online Media Types	
Assignments	
Fundamentals of Digital Media	1. Course Overview
	2. Digital Camera Basics
	3. Digital Cameras vs. Mobile Cameras
	4. Project: What Do People Really Know About Digital Media?
	5. The Rise of Digital Libraries
	6. Project: Jobs in Digital Media
	7. Quiz 1: Digital Media
	8. Digital Media in Business and Society
	9. Storing and Sharing Online Media
	10. Project: Digital Media and Business
	11. Best Practices for Digital Media
	12. Project: Analyze and Evaluate: Digital Media
	13. Quiz 2: Digital Media in Our World
	14. Special Project*
	15. Unit 1 Test
	16. Course Project Part 1: Digital Media Cuts Paper Use*
	17. Glossary and Credits

Unit 2: Digital Media: Effectiveness and Production	
Fundamentals of Digital Media	Assignments
	1. Traditional Media vs. Digital Media
	2. The Rise of a Digital Society
	3. Project: Research and Write: Is the Internet a Bad Influence on Young People?
	4. Digital Citizenship
	5. Project: A Digital Life
	6. Quiz 1: Effectiveness of Digital Media
	7. Digital Media Production
	8. Tools for Media Production: Web and Interactive Digital Media
	9. Project: Analyze and Evaluate: Web Sites
	10. Media Production: Audio and Video
	11. Project: Working in the Field
	12. Quiz 2: Digital Media Production
	13. Special Project*
	14. Unit 2 Test
	15. Course Project Part 2: E-waste*
16. Glossary and Credits	

Unit 3: Project Management and Social Media	
Fundamentals of Digital Media	Assignments
	1. Project Management: Project Planning
	2. Project: Pet Grooming Web Site
	3. Project Management: Project Monitoring
	4. Project: Problem Solving
	5. Project Management: Project Termination
	6. Quiz 1: Project Management
	7. Social Media Defined
	8. Uses of Social Media
	9. Project: Research and Learn: Social Media and Problem Solving
	10. Staying Safe When Using Social Media Sites
	11. Project: Current Event: Cyber Bullying
	12. Quiz 2: Social Media
	13. Special Project*
	14. Unit 3 Test
	15. Course Project Part 3: Social Media and Environmental Activism*
16. Glossary and Credits	

Unit 4: Gaming, Simulations, Web Sites, and Apps	
Fundamentals of Digital Media	Assignments
	1. Video Games and the Video Game Industry
	2. Project: The Game Designer's Presentation
	3. Simulations and Modeling
	4. Creating Video Games and Simulations
	5. Project: New Games 101
	6. Quiz 1: Gaming and Simulations
	7. Creating Web Sites
	8. Project: Research and Learn: Practice your HTML Development Skills
	9. Web Pages: Beyond the Basics
	10. Web Pages and E-commerce
	11. Project: Designing an E-commerce Site
	12. Quiz 2: Web Sites and Apps
	13. Special Project*
	14. Unit 4 Test
	15. Course Project Part 4: Environmental Gaming*
16. Glossary and Credits	

Unit 5: Trends in Digital and Online Media	
Fundamentals of Digital Media	Assignments
	1. Best Practices of Digital Advertisement and Promotion
	2. Project: Going Global
	3. Digital Media in Advertising
	4. Law and Digital Media
	5. Project: Research and Learn: Law and Digital Media
	6. Quiz 1: Digital Business
	7. Digital Audio and Video
	8. The Future of Digital Media
	9. Project: In the Future, What Will Digital Media Look Like for You?
	10. Finding a Career that is Right for You
	11. Project: Find Your Dream Job and Figure Out How to Land It
	12. Quiz 2: The Future of Digital Media
	13. Special Project*
	14. Unit 5 Test
	15. Course Project Part 5: Powering a Digital World*
16. Glossary and Credits	

Unit 6: Course Project, Review, and Exam	
FDM	Assignments
	1. Course Project Part 6: Digital media and Sustainability*
	2. Review
	3. Exam

(*) Indicates alternative assignment