



Switched-On
SCHOOLHOUSE

Course Catalog

Career and Technical Education Series:
Fundamentals of Digital Media

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

UNIT 2: DIGITAL MEDIA: EFFECTIVENESS AND PRODUCTION

FUNDAMENTALS OF DIGITAL MEDIA

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

UNIT 3: PROJECT MANAGEMENT AND SOCIAL MEDIA

FUNDAMENTALS OF DIGITAL MEDIA

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

UNIT 4: GAMING, SIMULATIONS, WEB SITES, AND APPS

FUNDAMENTALS OF DIGITAL MEDIA

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

UNIT 5: TRENDS IN DIGITAL AND ONLINE MEDIA

FUNDAMENTALS OF DIGITAL MEDIA

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

UNIT 6: COURSE PROJECT, REVIEW, AND EXAM

FUNDAMENTALS OF DIGITAL MEDIA

Assignment Titles			
1.	Course Project Part 6: Digital media and Sustainability*	2.	Review
		3.	Exam

(*) Indicates alternate assignment