ABOUT THE UNIT:

This unit provides an opportunity for students to develop an appreciation for Digital Media and its impact on society today.

"The Digital Media area of study encompasses all the domains of learning, namely, cognitive, affective and psychomotor. The pedagogy of the subject covers such topics as the theory and history of digital media, the impact of digital media on society, digital media business and entrepreneurial models and elements and principles of digital design and manipulative or practical skills.

In the Caribbean, knowledge and information are increasingly communicated through digital images and electronic media.

The creation and manipulation of digital media serves to disseminate this information and build bridges to understanding the evolving nature of national, regional and international society in the digital era. Digital Media competencies are therefore of great relevance and practical value. This unit should enable students to develop an understanding of computer system hardware and software components including their functions, processes and procedures. In addition, this unit will seek to equip students with basic computer skills critical for manipulating the computer as a tool to accomplish tasks such as the creation of text documents and multimedia files." ***(Digital Media Syllabus Rational)***

Date	Topic	Content	Assessment
Sept 11-15	**Digital Media Terms**	Objectives: ● Develop an understanding of digital media. ● Distinguish among terms relating to digital media. a) Bandwidth, narrowband, broadband. b) Capture, content integration, convergence, compression. c) Digital media, digital rights management, download media. d) Frame, GIF, HDTV, HTML, hypermedia, hypertext, IP, JPEG, linear editing and colour profiles. e) Media, multicasting, new media, pixels, stream, vector graphics, webcast, XML.	Each student/group will be given one of the terms which they will be required to do research on, then make a 3-minute presentation for the next class. They are to make their presentations using any technological device or method to bring their points across. *(e.g., PowerPoint presentation, Audio/Video presentations etc.)*
	Evolution of Digital Media	Objective:	Students will be placed in groups of three, in which they will be required to

Sept 18 - 22	**SBA/IA Introduction class and grouping**	● Describe the evolution of digital media. a) History and timeline– transition from analog to digital media b) Web 1.0 to current version of the web: (transition from static hyperlinks to interactive web applications and services). c) Emergence of broadband, mobile and social media (smartphones, tablets and other wireless devices, data analysis and applications). d) Affordability and access (impact of increasing Internet access and lower cost of computing devices).	create a timeline of the evolution of digital media. They will do a presentation of this evolution using as much technological means as possible. *(e.g., PowerPoint presentation, Audio/Video presentations etc.)*
Sept 25-29	**Types of Digital Media**	Objectives: ● explain the types of digital media ● appreciate the impact of digital media on society Defining Digital Media, Examples of Digital Media: ● Digital Art ● Digital Audio ● Animation	In their respective groups students will be assigned one of the types of digital media. They will be required to create a blog on their topic. They will share relevant information about that topic, current ideas, trends, positives/negatives effects (if any) and their personal opinion on this topic. They should make at least 3 posts. Each group will then be required to share links to their blog site for other groups to read up on and make at least one post on their topic.

	SBA/IA class	● Mobile Apps ● Mobile Phones ● Digital Video ● Digital Photography ● E-Books ● Websites	
Oct 2-6	**Importance of Caribbean-centric Content Creation in the Context of Digital Media** **SBA/IA class**	Objectives: ● discuss the importance of Caribbean-centric content creation in the context of DM ● appreciate the impact of digital media on society Importance - for example: a) Opportunities to meet local needs. b) Create global opportunities.	*Have students collaborate to engage in a discussion forum focusing on the social, political, economic, legal and cultural impact of digital media in their local and national context as well as in the wider Caribbean context.*
Oct 9 to 11	**Digital Media Platforms (DMP)**	Objective: ● differentiate among digital media platforms	*Have students compare and contrast traditional media with new media and use a suitable*

		a) Definition: A digitised platform for media delivery of video, audio and/or data to multiple networks, such as Telco, cable, satellite, digital terrestrial broadcasting and the Internet. b) Types of digital media platforms. c) Discuss the functionalities of the various digital media platforms (for example what is shared on each platform and how it is shared).	*medium to creatively represent their response.*
	Digital Media Tools	Objective: ● identify digital media tools a) Open Source, Free and Internet Based Digital Media Tools (Audio Editing – mAudacity, Wavepad, Wavosaur, Ardour. b) Photo Editing – Pixlr, Picasa, Picnik; Video Editing – Moviemaker, Cinefix; Movie Storm, StoryBoard Pro. c) Audio SlideShool – Photo Story, Animoto, Photo Peach. d) Cloud –Based tools.	
..Oct 16 **6th week test will fall between the teaching of these set of topics.**	***The Creative Design Process*** **From Module 3**	Objectives: ● understand the creative process - from idea to implementation. ● appreciate the role and importance of the creative process in solution design. ● develop the ability to plan and design creative solutions. ● demonstrate the ability to implement solutions using digital content creation tools	*Have students work collaboratively to brainstorm possible solutions and apply the principles* *of the creative process as well as integrate suitable content creation tools to develop a solution to the problem.*

		● explain the concept of the creative design process
		
		   a) Definition of the *Creative Design Process.*
		   b) Process of Concept Formulation, Idea generation, (brainstorming; free writing, word association, mind mapping).
		   c) *Core principles of the design process.*
		   d) *Problems, solution design, validation.*
		   e) *Implementation of the design process.*	

	Methods of Implementing the Creative Process	Objective: ● Identify different ways of implementing the creative process a) Linear, cyclic, stepped with intermediate feedback loops and as a branched network.	
	Ideation (as related to digital media)		
Oct 12 – Oct 16			

	Mid Term Break		
Oct 16-20	*Ideation (as related to digital media)*	*Definition of the Term Ideation (as related to digital media).* _____	
	Application of the Creative Process to Local Problems – Global Solutions	a) The *models* of applying the creative process to arrive at solutions **to** local and global problems**.** b) Creative solutions to the problems through the use of new hardware and software inventions (the user is sometimes right-designing for future needs). c) Implementation.	
Oct 23-27	**6th Week Test**	**Topics to study:** **All previous topics or up to the point that we have reached.**	
Oct 30- Nov 3	**Opportunities and Pitfalls of Digital Media and the Internet**	Objective: ● discuss the opportunities and pitfalls of digital media and the Internet on society. a) The opportunities -connections, branding, value added, follow up, communities, dynamic discussions, productive enhancing, digital citizenship, digital footprint. b) The pitfalls - permanent records/ digital footprint, material discovery, ethical issues, confused text, time consuming, social issues, digital citizenship.	

	SBA/IA class		
Nov 6-10	**Intellectual Property, Patents, Copyrights**	Objective: ● explain intellectual property, patents and copyright protection as they relate to digital media a) The reasons for and importance of intellectual property, patents and copyrights. b) Products protected by intellectual property, patents and copyrights. c) Penalties for infringement of intellectual property, patents, copyrights. d) Process involved in copyrighting and patenting one's work. e) Authorised use of copyrighted material (rights managed vs Royalty free). f) Importance of terms and user agreement. Objective: ● discuss the ethical Issues relating to digital media	

	Ethical Issues Relating to Digital Media	a) Cybercrimes.
		b) Plagiarism.
		c) Considerations for dealing with digital media for example:
		    I. Downloading software that is too costly to purchase from file sharing networks, social media use.
		    II. Consequences of unethical behaviours/potential security threats and vulnerabilities.	

		III. Human rights online; freedom of speech versus hate speech, right to privacy, cyber security.	
Nov 13-17	**Impact of Digital Media on Businesses and Organisations** **SBA/IA Class**	Objective: ● evaluate the impact of digital media on businesses and organisations a) The adoption of digital media in organisations. b) Technology adoption lifecycle. c) Characteristics of organizations that have successfully adopted digital media. d) Benefits and limitations of digital media on industries and services. e) Digital Media industries and services: Advertising Agencies, Effects Factories, Music Production Studios, Animation Firms, Media Houses, Gaming, Publishing Houses, Website Development Firms, Education Support Services, Interactive Media Firms, Training Firms, Schools, Non-Profit Organisations, Massive Open Online Courses. f) Job opportunities in the digital media industries and services. g) Antiquation and disruption of industries due to adoption of digital media.	
Nov 20-24	**The Open Movement Philosophy**	Objectives: ● explain the Open Movement a) Open Source.	

		b) Open Data. c) Open Educational Resources (OER). d) Open Source versus Public Domain. e) Creative Commons Licensing. Objective: ● discuss *factors which influence* trends and developments in digital media.	
	Factors which Influence **Future Trends and Development**	a) Characteristics. b) Greater accessibility. c) Affordability. d) *Ease of use; user interface.* e) Pervasiveness of technology. f) Increasing/decreasing adoption. *Political, social and economic frameworks (for example: access to the internet and technology in the region versus the developed countries).*	
Nov 27-Dec 1	**Presentation Week for class assignment Revision** **and IA Draft review.**		
Dec 4- 8	**6th Week Test**	**Topics to study:** **All previous topics or up to the point that we have reached.**	

Dec 11-15	Final Week	Review of Exam	
		IA Draft Submission	

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End of Term 1

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