

Immaculate Conception High School
Digital Media Unit 2
Grade 13 Unit Plan
September 2023– December 2024

ABOUT THE UNIT:

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

This unit focuses on the general theme ‘**APPLIED DIGITAL MEDIA**’. Module 1 focuses on ‘**Visual and Interactive Design**’, Module 2 focuses on **Web and Digital Publishing** and Module 3 focuses on **Mobile App development**.

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	TOPICS	CONTENT	ASSESSMENT
	Module 1 Visual and Interactive Design		
Sept 11- Sept 15	<p>1. Creation of a Digital Media Product (Pre-Production Principles)</p> <p>Apply design principles to the creation of a digital media product</p>	<p>(a) Problem definition, target audience/market, design, purpose.</p> <p>(b) Brainstorming processes, planning designs, rough sketches, storyboards.</p> <p>(c) Setting of timelines, production schedule/planning and work plan.</p> <p>(d) Proto-type and idea validation.</p> <p>(e) Implementation.</p>	<ul style="list-style-type: none"> • Students will be asked to: <ul style="list-style-type: none"> ○ Identify a Local Digital Media Product as well as its creator.

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	<p>4. Audio and Video Principles</p> <p>Integrate basic video and sound editing principles in design.</p>	<p>(c) Importing, exporting, sharing and embedding data for different uses.</p> <p>(d) Cross-platform compatibility.</p> <p>a) Basic application of image manipulation, editing and compositing.</p> <p>b) Sound editing: record, manipulate, work with multiple tracks, export in various formats (mp3, wav, ogg).</p> <p>c) Video: capture video with a recording device (camera, cell, tablet), mounted devices (for example, with a tripod or stabilization), recording sound for video (indoor, outdoor considerations), edit video, add transitions and basic effects, lighting and light sources, export in different formats (mv4, avi, mpeg).</p> <p>d) Cloud based authoring tools (for example, figma and wevideo).</p>	<p>Class activity Class discussion Question and Answer</p>
<p>Sept 25- Sept 29</p>	<p>5. 2D and 3D Concepts Apply the basics of 2D and 3D animation.</p>	<p>a) 2D Principles; bouncing ball exercise (keyframing, timing, spacing, squash and stretch), interpolation/tweening.</p> <p>b) 3D Modeling; bouncing ball exercise (keyframing, timing, spacing, squash and stretch), character animation (ability to create a basic walk cycle), interpolation/tweening.</p>	<p>Graded Activity (Individual) Inkscape Assignment Design objects based using the Inkscape platform Due Date November 26, 2021</p>
	<p>6. Interactive Digital Media for Collaboration.</p>	<p>a) Examples of digital media tools used for collaboration.</p> <p>b) Electronic communities.</p> <p>c) Advantages and disadvantages of using interactive</p>	<p>Class activity Class discussion Question and Answer</p>

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<p style="text-align: center;">Oct 2- Oct 6</p>	<p>Use interactive digital media to collaborate.</p> <p>7. Industry Practices for Promotional Campaigns</p> <p>Apply current digital media industry practices to create a promotional campaign.</p> <p>8. Trends and Developments in Visual and Interactive Design</p> <p>discuss factors which influence trends and developments in visual and interactive design;</p> <p>9. Considerations for a Project proposal</p> <p>Outline basic considerations for developing a project proposal</p>	<p>digital media tools for collaboration.</p> <p>d) Using technology to participate in self-directed and collaborative activities.</p> <p>a) Social networking, Internet, blogs, text messaging, guerrilla campaigns, viral marketing, cross platform marketing, email marketing, influencer marketing.</p> <p>a) Factors (Commoditization, pervasiveness of technology, Affordability, Accessibility, Adoption, Empowerment).</p> <p>b) Research tools for discovering and tracking trends.</p> <p>a) Project Proposal writing b) Sources of funding c) Budget d) Project Pitching.</p> <p style="text-align: center;">Module 2: Web and Digital Publishing</p>	<p>Group Work Class discussion Question and Answer</p> <p>Class activity Class discussion Question and Answer</p> <p>Research Presentation</p>
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	<p>5. Tools and Techniques</p> <p>apply tools and techniques for digital content development;</p>	<p>friendly content, use of short paragraphs and sentences, avoid needless repetition, address users directly, avoid jargon, licensing, optimisation, user friendly, easy to scan, machine indexable, appropriate preparation of images and multi-media content.</p> <p>(a) Cameras (mobile phones, handheld, mounted, tablets); shooting video/audio/images for the web, rule of thirds, composition, depth, angles.</p> <p>(b) Software (open/industry standard can be used), cloud-based software.</p> <p>(c) Best practices for basic photo, audio, video editing techniques to create a product for the web (adding text to image, changing backgrounds, working with multiple audio tracks, breadcrumbs, creating podcasts).</p>	
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		streaming on social media platforms and apps). (c) Benefits and limitations of using online publishing platforms.	
Oct 23 – Oct 27	6TH WEEK TEST		

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	<p>2. Mobile Operating Systems, Platforms and Devices</p> <p>Distinguish among the various mobile operating systems, platforms and devices</p>	<p>developers).</p> <p>(a) Operating systems and platforms. (Android, iOS)</p> <p>(b) Smart Devices and Internet of things.</p>	
<p>Nov 13- Nov 17</p>	<p>3. Caribbean Context versus International Context</p> <p>Contrast the global context of the mobile ecosystem to the Caribbean context</p> <p>4. Benefits of Local Apps</p> <p>Examine the benefits of developing applications to address local needs</p>	<p>(a) Regional and international statistics. (b) Social and economic impact. (c) Applications of mobile technology. (d) Content consumption versus content production. (e) Mobile and broadband infrastructure</p> <p>(a) Benefits of developing applications to address local needs. (b) Examples of Apps that address universal issues and needs (for example, bus schedules, restaurant reviews, hotels rankings, popular destinations). (c) Social and cultural linkages-entertainment, news, history, culture.</p>	

