

NFC ACADEMY



FUNDAMENTALS OF DIGITAL MEDIA

ACADEMIC INSTRUCTIONAL LIBRARY

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.

This course requires independent research and work from the student. Students should have a high interest in this course for the most success.

- **UNIT 1 - INTRODUCTION TO DIGITAL AND ONLINE MEDIA TYPES**

- **Course Overview**
- **Digital Camera Basics**
- **Digital Cameras vs. Mobile Cameras**
- **The Rise of Digital Libraries**
- **Project: Jobs in Digital Media – Complete this project assignment Jobs in Digital Media.**
- **Quiz 1: Digital Media**
- **Storing and Sharing Online Media**
- **Project: Digital Media and Business – Complete this project assignment Digital Media and Business.**
- **Best Practices for Digital Media**
- **Quiz 2: Digital Media in Our World**
- **Unit 1 Test**
- **Course Project Part 1: Digital Media Cuts Paper Use – Complete this first assignment in our Course Project.**
- **Glossary and Credits**

- **UNIT 2 - DIGITAL MEDIA: EFFECTIVENESS AND PRODUCTION**

- **Traditional Media vs. Digital Media**
- **The Rise of a Digital Society**
- **Project: Research and Write: Is the Internet a Bad Influence on Young People? – Complete this project assignment Is the Internet a Bad Influence on Young People? Be sure to present both sides and take a position of how best can young people use the Internet.**
- **Digital Citizenship**
- **Quiz 1: Effectiveness of Digital Media**
- **Digital Media Production**
- **Tools for Digital Media Production: Web and Interactive Digital Media**

- **Project: Analyze and Evaluate: Web Sites – Complete this project assignment Analyze and Evaluate Web Sites.**
 - **Media Production: Audio and Video**
 - **Quiz 2: Digital Media Production**
 - **Unit 2 Test**
 - **Course Project Part 2: E-waste - Complete this second assignment in our Course Project.**
 - **Glossary and Credits**
- **UNIT 3 - PROJECT MANAGEMENT AND SOCIAL MEDIA**
- **Project Management: Project Planning**
 - **Project: Pet Grooming Web Site – Complete this project assignment Pet Grooming Web Site.**
 - **Project Management: Project Monitoring**
 - **Project: Problem Solving**
 - **Project Management: Project Termination**
 - **Quiz 1: Project Management**
 - **Social Media Defined**
 - **Uses of Social Media**
 - **Project: Research and Learn: Social Media and Problem Solving – Complete this project assignment Research and Learn: Social Media and Problem Solving.**
 - **Staying Safe When Using Social Media Sites**
 - **Project: Current Event: Cyber Bullying - Complete this project assignment Current Event: Cyber Bullying.**
 - **Quiz 2: Social Media**
 - **Unit 3 Test**
 - **Course Project Part 3: Social Media for a Cause - Complete this third assignment in our Course Project.**
 - **Glossary and Credits**
- **UNIT 4 - GAMING, SIMULATIONS, WEB SITES, AND APPS**
- **Video Games and the Video Game Industry**
 - **Simulations and Modeling**
 - **Creating Video Games and Simulations**
 - **Project: New Games 101 - Complete this project assignment New Games 101.**
 - **Quiz 1: Gaming and Simulations**
 - **Creating Web Sites**
 - **Project: Research and Learn: Practice your HTML Development Skills**
 - **Web Pages: Beyond the Basics**

- **Web Pages and E-commerce**
 - **Project: Designing an E-commerce Site - Complete this project assignment Designing and E-commerce Site.**
 - **Quiz 2: Web Sites and Apps**
 - **Unit 4 Test**
 - **Course Project Part 4: Environmental Gaming - Complete this fourth assignment in our Course Project.**
 - **Glossary and Credits**
- **UNIT 5 - TRENDS IN DIGITAL AND ONLINE MEDIA**
 - **Best Practices of Digital Advertisement and Promotion**
 - **Project: Going Global - Complete this project assignment Going Global.**
 - **Digital Media in Advertising**
 - **Law and Digital Media**
 - **Project: Research and Learn: Law and Digital Media - Complete this project assignment Research and Learn: Law and Digital Media.**
 - **Quiz 1: Digital Business**
 - **Digital Audio and Video**
 - **The Future of Digital Media**
 - **Finding a Career that is Right for You**
 - **Quiz 2: The Future of Digital Media**
 - **Unit 5 Test**
 - **Course Project Part 5: Powering a Digital World - Complete this fifth assignment in our Course Project.**
 - **Glossary and Credits**
- **UNIT 6 - COURSE PROJECT, REVIEW, AND EXAM**
 - **Course Project Part 6: Digital Media and Sustainability - Complete this final assignment in our Course Project.**
 - **Review**
 - **Exam**