#### **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
		<b>Module 1 Visual and Interactive D</b>	<mark>)esign</mark>
Sept 11- Sept 15	1. Creation of a Digital Media Product (Pre- Production Principles)         Apply design principles to the creation of a digital media product	<ul> <li>(a) Problem definition, target audience/market, design, purpose.</li> <li>(b) Brainstorming processes, planning designs, rough sketches, storyboards.</li> <li>(c) Setting of timelines, production schedule/planning and work plan.</li> <li>(d) Proto-type and idea validation.</li> <li>(e) Implementation.</li> </ul>	<ul> <li>Students will be asked to:         <ul> <li>Identify a Local Digital Media Product as well as its creator.</li> </ul> </li> </ul>

		September 2023– December 2024	
	1. Design Principles	(a) Elements of visual design.	Colour Theory Heroes and Villains Activity
	Create solutions based on	(b) Colour Theories, Harmony Rules, Tints, Shades,	Graded Activity (Individual)
	design principles;	Gradients, Colour Mixing, New Colour Creation.	Create an e-Book of design Principles. Details will
		(c) Rules of composition, rule of thirds or the golden	be given in class.
		section/rectangle.	Due Date: Week of October 3, 2022
		(d) Point of interest, the prominence of the subject.	Due Dute. Week of October 0, 2022
		(e) Composition, perspective, angles, lighting, repetition,	
		proximity, white <i>negative</i> space, balance, and contrast.	
		(f) Principles of interactive design (Consistency,	
		Perceivability, Learnability, Predictability, and feedback).	
		(g) Visual impacts of specific colour	
		combinations using a digital	
		format/colour theory.	
	2. Impact and Motivations for Indigenous Digital	(a) Meaning of culture in evolving technology.	Class activity Create a draft design for a character or product
	Products	(b) Screening/critique and observation.	based on your own cultural, personal interest.
	Critique the impact and	(c) Case studies to determine the impact and motivations for	
	motivations for indigenous digital products;	indigenous products.	
Sept 18- Sept 22	3. Digital Media Platforms and Formats	a) Different digital platforms (search engine, social platforms, knowledge platforms, application store, market places, media platforms, crowd sourcing platforms, infrastructure	
	Apply appropriate formats	platforms).	
	and platforms as it relates to digital media	(b) Formats: selecting appropriate formats, distinguishing between formats, when to use which format, how they work, how they differ (MP4, MP3, PDF, PNG, JPEG, GIF).	

[		September 2023– December 2024	
	<ul> <li>Audio and Video Principles</li> <li>Integrate basic video and sound editing principles in design.</li> </ul>	<ul> <li>(c) Importing, exporting, sharing and embedding data for different uses.</li> <li>(d) Cross-platform compatibility.</li> <li>a) Basic application of image manipulation, editing and compositing.</li> <li>b) Sound editing: record, manipulate, work with multiple tracks, export in various formats (mp3, wav, ogg).</li> <li>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).</li> <li>d) Cloud based authoring tools (for example, figma and wevideo).</li> </ul>	Class activity Class discussion Question and Answer
	<b>5. 2D and 3D Concepts</b> Apply the basics of 2D and 3D animation.	<ul> <li>a) 2D Principles; bouncing ball exercise (keyframing, timing, spacing, squash and stretch), interpolation/tweening.</li> <li>b) 3D Modeling; bouncing ball exercise (keyframing, timing, spacing, squash and stretch), character animation (ability to create a basic walk cycle), interpolation/tweening.</li> </ul>	Graded Activity (Individual) Inkscape Assignment Design objects based using the Inkscape platform Due Date November 26, 2021
Sept 25- Sept 29	6. Interactive Digital Media for Collaboration.	<ul> <li>a) Examples of digital media tools used for collaboration.</li> <li>b) Electronic communities.</li> <li>c) Advantages and disadvantages of using interactive</li> </ul>	Class activity Class discussion Question and Answer

			September 2023– December 2024	
		Use interactive digital media to collaborate.	<ul><li>digital media tools for collaboration.</li><li>d) Using technology to participate in self-directed and collaborative activities.</li></ul>	
	7.	Industry Practices for Promotional Campaigns	a) Social networking, Internet, blogs, text messaging, guerrilla campaigns, viral marketing, cross platform marketing, email marketing, influencer marketing.	Group Work Class discussion Question and Answer
		Apply current digital media industry practices to create a promotional campaign.		Class activity
	8.	Trends and Developments in Visual and Interactive Design	<ul><li>a) Factors (Commoditization, pervasiveness of technology, Affordability, Accessibility, Adoption, Empowerment).</li><li>b) Research tools for discovering and tracking trends.</li></ul>	Class discussion Question and Answer
		discuss factors which influence trends and developments in visual and interactive design;		
Oct 2- Oct 6	9.	Considerations for a Project proposal	<ul> <li>a) Project Proposal writing</li> <li>b) Sources of funding</li> <li>c) Budget</li> <li>d) Project Pitching.</li> </ul>	Research Presentation
		Outline basic considerations for developing a project proposal	Module 2: Web and Digital Publishing	

		September 2023– December 2024	
	1. Digital Publishing and Internet Terms	<ul> <li>a) Digital publishing platforms (for example, Amazon, Nook, Google, Kobo, Content Management System (CMS) platforms, interactive e-book, Electronic Publication (ePub), International Standard Book Number (ISBN), metadata).</li> <li>b) Brief history of the Internet and the digital revolution (history, developments, technology, accessibility, Massively Multiplayer Online Games (MMOG).</li> </ul>	Class Activity, Exploration, Class Discussion
	<ul> <li>Authoring Digital Content</li> <li>Generate content ideas for digital publishing</li> </ul>	<ul> <li>(a) Digital media writing techniques (for example, writing for blogs, podcast, video, audio slideshow).</li> <li>(b) Conceptualisations.</li> <li>(c) Storyboards, scripts, creativity within a Caribbean perspective.</li> <li>(d) Copyright laws and ethical standards of digital content creation and use in the Caribbean and globally (plagiarism, cybercrimes).</li> </ul>	SBA Draft Due
Oct 9 - Oct 11	3. Prototypes using Design Principles create prototypes using design principles to visually indicate layout solutions;	<ul> <li>(a) Prototypes, Concept map, navigational</li> <li>chart, site map, hierarchy map.</li> <li>(b) Design principles- rule of thirds,</li> <li>composition.</li> <li>(c) Cloud-based authoring tools.</li> </ul>	Create prototypes using design principles to visually indicate layout solutions
	4. Content Development Create content for publishing online	<ul><li>(a) Defining and researching content scope.</li><li>(b) Creative brief including target group and content checklist.</li><li>(c) Criteria for content development: web</li></ul>	Create content for publishing online.

	September 2025– December 2024	
	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.	
5. Tools and Techniques apply tools and techniques for digital content development;	<ul> <li>(a) Cameras (mobile phones, handheld, mounted, tablets); shooting video/audio/images for the web, rule of thirds, composition, depth, angles.</li> <li>(b) Software (open/industry standard can be used), cloud-based software.</li> <li>(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).</li> </ul>	

Oct 12- Oct 16	MID TERM BREAK		
Oct 17- Oct 20	6. Website Building (Elements of Design) create website(s)	(a) Fundamentals: HTML hyperlinking lists, Cascading Style Sheets (CSS), embedding multimedia components, and external widgets, background color, print versus screen resolution.	Individual Assignment: Create a basic website
		(b) Website structure, wireframes and mock-ups.	
		(c) Page Design and Layout: Contrast, layout, text, link, graphics, user interface design, responsiveness, accessibility, usability, user experience.	
	<ul> <li>Forms of Digital Publishing evaluate forms of digital publishing</li> </ul>	(a) Categorizing forms of digital publishing (Websites, blogs, social networking, games, apps, podcasts, videos and e-books).	Evaluate forms of digital publishing
		(b) Evaluation of forms of digital publishing (accuracy, authority, usability, accessibility, satisfaction, purpose, risk and security concerns).	
	8. Online Publishing Platforms	(a)Hosted (free or paid).	Evaluate the usefulness of online publishing platforms.
	evaluate the usefulness of online publishing platforms	<ul><li>(b) Utilising online platforms and publishing content (For example: Publishing blogs, writing on Wikipedia, publishing videos on YouTube,</li></ul>	

publishing platforms.		
and apps). (c) Benefits and limitations of using online	and apps). (c) Benefits and limitations of using online publishing platforms.	

		September 2023– December 2024	
Oct 30- Nov 3	9. Web Content Management (WCM) Tools and Techniques describe content management tools and techniques	<ul> <li>(a) Definition of content management.</li> <li>(b) Classifications of content management tools/ techniques (selfhosted versus Cloud hosted, open source versus proprietary, software).</li> <li>(c) Content management systems and techniques (Content Management Systems (Enterprise CMS, Web CMS, Document CMS, Mobile Content CMS, Headless CMS).</li> </ul>	Discuss the factors which influence development and trends in web publishing.
	10. Factors Influencing Trends and Developments in Web Publishing discuss the factors which influence development and trends in web publishing.	<ul> <li>(a) Factors (Commoditisation, Pervasiveness of technology, Affordability, Accessibility, Adoption, Empowerment).</li> <li>(b) Emerging Trends.</li> <li>(c) Research tools for discovering and tracking trends.</li> </ul>	
		MODULE 3: MOBILE APP DEVELOPMENT	
Nov 6- Nov 10	<b>1. Mobile Ecosystem</b> Discuss the relationships within the mobile ecosystem.	<ul><li>(a) Content, infrastructure, devices and users within the mobile ecosystem.</li><li>(b) Carriers, consumers, enabling environment (for example, policy,</li></ul>	

		developers).	
	<ul> <li>2. Mobile Operating Systems, Platforms and Devices</li> <li>Distinguish among the various mobile operating systems, platforms and devices</li> </ul>	<ul><li>(a) Operating systems and platforms.</li><li>(Android, iOS)</li><li>(b) Smart Devices and Internet of things.</li></ul>	
Nov 13- Nov 17	devices3. Caribbean Context versusInternational ContextContrast the global context of the mobile ecosystem to the Caribbean context	<ul> <li>(a) Regional and international statistics.</li> <li>(b) Social and economic impact.</li> <li>(c) Applications of mobile technology.</li> <li>(d) Content consumption versus content production.</li> <li>(e) Mobile and broadband infrastructure</li> </ul>	
	<b>4. Benefits of Local Apps</b> Examine the benefits of developing applications to address local needs	<ul> <li>(a) Benefits of developing applications</li> <li>to address local needs.</li> <li>(b) Examples of Apps that address universal issues and needs</li> <li>(for example, bus schedules, restaurant reviews, hotels</li> <li>rankings, popular destinations).</li> <li>(c) Social and cultural linkages-entertainment, news, history, culture.</li> </ul>	

Nov 20- Nov 24	5. Factors that Impact the Mobile User Experience Describe the factors that impact the mobile user experience	<ul> <li>(a) Screen-size.</li> <li>(b) Bandwidth.</li> <li>(c) Portability.</li> <li>(d) Processing power.</li> <li>(e) Accessibility.</li> <li>(f) Environment.</li> <li>(g) User profile.</li> </ul>	Examine the benefits of developing applications to address local needs
	6. Tools and Techniques to Create a Mobile Application Apply tools and techniques required to create a mobile application		Apply tools and techniques required to create a mobile application
Nov 27- Dec 1		INTERNAL ASSESSMENT	
Dec 4- Dec 8		6TH WEEK TEST	
Dec 11- 15	INTERNAL ASSESSMENT		
Dec 18			
		CHRISTMAS BREAK	I