

Immaculate Conception High School  
 Digital Media Unit 2  
 Grade 13 Unit Plan  
 September 2022– December 2022

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**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 Design</b>			
Sept 12- Sept 16	<b>1. Creation of a Digital Media Product (Pre-Production Principles)</b>  Apply design principles to the creation of a digital media product	(a) Problem definition, target audience/market, design, purpose. (b) Brainstorming processes, planning designs, rough sketches, storyboards. (c) Setting of timelines, production schedule/planning and work plan. (d) Proto-type and idea validation. (e) Implementation.	<ul style="list-style-type: none"> <li>● Students will be asked to:               <ul style="list-style-type: none"> <li>○ Identify a Local Digital Media Product as well as its creator.</li> </ul> </li> </ul>

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	<p><b>2. Design Principles</b></p> <p>Create solutions based on design principles;</p>	<p>(a) Elements of visual design.</p> <p>(b) Colour Theories, Harmony Rules, Tints, Shades, Gradients, Colour Mixing, New Colour Creation.</p> <p>(c) Rules of composition, rule of thirds or the golden section/rectangle.</p> <p>(d) Point of interest, the prominence of the subject.</p> <p>(e) Composition, perspective, angles, lighting, repetition, proximity, white <i>negative</i> space, balance, and contrast.</p> <p>(f) <i>Principles of interactive design (Consistency, Perceivability, Learnability, Predictability, and feedback).</i></p> <p>(g) Visual impacts of specific colour combinations using a digital format/<i>colour theory</i>.</p>	<p>Colour Theory Heroes and Villains Activity</p> <p><b>Graded Activity (Individual)</b></p> <p>Create an e-Book of design Principles. Details will be given in class.</p> <p><b>Due Date: Week of October 3, 2022</b></p>
	<p><b>3. Impact and Motivations for Indigenous Digital Products</b></p> <p><i>Critique</i> the impact and motivations for indigenous digital products;</p>	<p>(a) Meaning of culture in evolving technology.</p> <p>(b) Screening/critique and observation.</p> <p>(c) Case studies to determine the impact and motivations for indigenous products.</p>	<p><b>Class activity</b>  <b>Create a draft design for a character or product based on your own cultural, personal interest.</b></p>
<p><b>Sept 19- Sept 23</b></p>	<p><b>4. Digital Media Platforms and Formats</b></p> <p>Apply appropriate formats and platforms as it relates to digital media</p>	<p>a) Different digital platforms (search engine, social platforms, knowledge platforms, application store, market places, media platforms, crowd sourcing platforms, infrastructure platforms).</p> <p>(b) Formats: selecting appropriate formats, distinguishing</p>	<p>Research  Presentation  Question and Answer</p>



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<p><b>Sept 26- Sept 30</b></p>	<p><b>7. Interactive Digital Media for Collaboration.</b></p> <p>Use interactive digital media to collaborate.</p> <p><b>8. Industry Practices for Promotional Campaigns</b></p> <p>Apply current digital media industry practices to create a promotional campaign.</p> <p><b>9. Trends and Developments in Visual and Interactive Design</b></p> <p>discuss factors which influence trends and developments in visual and interactive design;</p> <p><b>10. Considerations for a Project proposal</b></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 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</p>	<p>Class activity  Class discussion  Question and Answer</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><b>Oct 3- Oct 7</b></p>	<p>Outline basic considerations for developing a project proposal</p> <p><b>1. Digital Publishing and Internet Terms</b></p> <p><b>2. Authoring Digital Content</b></p> <p>Generate content ideas for digital publishing</p>	<p>b) Sources of funding c) Budget d) Project Pitching.</p> <p style="text-align: center;"><b>Module 2: Web and Digital Publishing</b></p> <p>a) Digital publishing platforms (for example, Amazon, Nook, Google, Kobo, <b>Content Management System (CMS)</b> platforms, interactive e-book, <b>Electronic Publication (ePub)</b>, <b>International Standard Book Number (ISBN)</b>, metadata).</p> <p>b) Brief history of the Internet and the digital revolution (history, developments, technology, accessibility, <b>Massively Multiplayer Online Games (MMOG)</b>).</p> <p>(a) Digital media writing techniques (for example, writing for blogs, podcast, video, audio slideshow). (b) Conceptualisations. (c) Storyboards, scripts, creativity within a Caribbean perspective. (d) Copyright laws and ethical standards of digital content creation and use in the Caribbean and globally (plagiarism, cybercrimes).</p>	<p>Class Activity, Exploration, Class Discussion</p> <p><b>SBA Draft Due</b></p>
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<p><b>Oct 10 - Oct 14</b></p>	<p><b>3. Prototypes using Design Principles</b>          create prototypes using design principles to visually indicate layout solutions;</p> <p><b>4. Content Development</b>          Create content for publishing online</p> <p><b>5. Tools and Techniques</b>          apply tools and techniques for digital content development;</p>	<p>(a) Prototypes, Concept map, navigational chart, site map, hierarchy map.</p> <p>(b) Design principles- rule of thirds, composition.</p> <p>(c) Cloud-based authoring tools.</p> <p>(a) Defining and researching content scope.</p> <p>(b) Creative brief including target group and content checklist.</p> <p>(c) Criteria for content development: web 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>	<p>Create prototypes using design principles to visually indicate layout solutions</p> <p>Create content for publishing online.</p>
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	evaluate the usefulness of online publishing platforms	(c) Benefits and limitations of using online publishing platforms.	
<b>Oct 24 – Oct 28</b>	<b>6<sup>TH</sup> WEEK TEST</b>		



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<p><b>Nov 7- Nov 11</b></p>	<p><b>1. Mobile Ecosystem</b></p> <p>Discuss the relationships within the mobile ecosystem.</p> <p><b>2. Mobile Operating Systems, Platforms and Devices</b></p> <p>Distinguish among the various mobile operating systems, platforms and devices</p>	<p>(a) Content, infrastructure, devices and users within the mobile ecosystem.</p> <p>(b) Carriers, consumers, enabling environment (for example, policy, developers).</p> <p>(a) Operating systems and platforms. (Android, iOS)</p> <p>(b) Smart Devices and Internet of things.</p>	
<p><b>Nov 14- Nov 18</b></p>	<p><b>3. Caribbean Context versus International Context</b></p> <p>Contrast the global context of the mobile ecosystem to the Caribbean context</p> <p><b>4. Benefits of Local Apps</b></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>	

