Grade 13 Digital Media Unit 2 Course Outline

September (2024) -April (2025)

IMPORTANT DATES

1. Christmas Midterm: **October 21 - 23**
2. 1st Sixth week test: **October 14 - 18**
3. 2nd Sixth week test: **December 9 – 13**
4. Prize Giving: **December 18**
5. 1st and 2nd Easter Assessments: **February 17- 21**
6. Easter Mid Term**: March 5-7**
7. Mock Exams: **March**

Department Name:	Computer Studies
Grade Level:	13
Title of Course:	Grade 13 Digital Media
Duration:	September 4 (2024) - April (2025)
Description of the Course:	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: Visual and Interactive Design** **Module 2: Web and Digital Publishing** **Module 3 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."
Course Objective:	**Module 1: Visual and Interactive Design** *Upon Completion of this module, students should be able to:* - understand digital principles - apply multiple design options to create innovative ideas - understand the principles of design and colour and apply them to creative ideas - appreciate the pipeline process to conceptualise an idea - demonstrate a working knowledge of trends and developments in visual and interactive design. **Module 2: Web and Digital Publishing** *Upon Completion of this module, students should be able to:* - develop an understanding of digital publishing platforms and tools - appreciate the considerations associated with digital publishing - create a layout for digital content creation - develop content appropriate for digital publishing in the Caribbean context - develop awareness of current and future trends in digital publishing. **Module 3: Mobile App Development** *Upon Completion of this module, students should be able to:* - understand the components of the mobile ecosystem - appreciate the importance of mobile content in the Caribbean context - understand the processes of developing mobile apps - understand approaches to mobile development strategies - understand mobile app revenue generation models - understand the considerations associated with marketing mobile apps - develop awareness of current and future trends and how they affect the Caribbean mobile

	• ecosystem.
Student Learning Outcomes:	### Module 1: Visual and Interactive Design

Students will be able to:

- generate ideas based on design principles
- apply design principles to the creation of a digital media product
- discuss the impact and motivations for indigenous digital products
- analyse examples of digital media solutions
- select appropriate formats and platforms as it relates to digital media
- integrate basic video and sound editing principles in design
- apply basics of 2D and 3D animation
- collaborate using interactive digital media
- apply current industry practices to create a promotional campaign
- discuss trends and developments in visual and interactive design.

Module 2: Web and Digital Publishing

Students will be able to:

- explain digital publishing and Internet terminology
- generate content ideas for digital publishing
- create content for publishing online
- apply tools and techniques for digital content development
- create website(s)
- evaluate digital publishing platforms and websites
- discuss online publishing tools
- describe content management tools and techniques
- discuss developments and trends in digital publishing.

Module 3: Mobile App Development

Students will be able to:

- discuss the relationships within the mobile ecosystem
- distinguish between the various mobile operating systems platforms and devices
- contrast the global context of the mobile ecosystem to the Caribbean context
- examine the benefits of developing applications to address local needs |

	• describe the characteristics of the mobile user experience • apply tools and techniques required to create a mobile application • describe approaches to marketing and distributing mobile applications • discuss revenue models associated with mobile applications • describe how new developments and trends will impact the future of the mobile ecosystem.
Topical Outline of the Course Content:	**Module 1: Visual and Interactive Design** • Creation of a Digital Media Product (Pre-Production Principles) • Design Principles • Impact and Motivations for Indigenous Digital Products • Digital Media Platforms and Formats • Audio and Video Principles • 2D and 3D Concepts • Interactive Digital Media for Collaboration. • Industry Practices for Promotional Campaigns • Trends and Developments in Visual and Interactive Design • Considerations for a Project proposal **Module 2: Web and Digital Publishing** • Digital Publishing and Internet Terms • Authoring Digital Content • Prototypes using Design Principles • Content Development • Tools and Techniques • Website Building (Elements of Design) • Forms of Digital Publishing • Online Publishing Platforms • Web Content Management (WCM) Tools and Techniques • Factors Influencing Trends and Developments in Web Publishing

	Module 3: Mobile App Development • Mobile Ecosystem • Mobile Operating Systems, Platforms and Devices • Caribbean Context versus International Context • Benefits of Local Apps • Factors that Impact the Mobile User Experience • Tools and Techniques to Create a Mobile Application • Marketing and Distributing Mobile Applications • Revenue Models • Factors which influence development and trends in the mobile ecosystem.
Guidelines/Suggestions for Teaching Methods and Student Learning **Activities:**	Lectures: Provide contextual background and detailed analysis of each topic. Group Discussions: Facilitate discussions on the computer system. Research Projects: Assign research on a topic related to the components of a computer system. Differentiated Instruction: Tailoring instruction to meet the needs, strengths, and interests of each student. Lecture-Demonstration: Combining lectures with demonstrations to enhance understanding through verbal and visual learning Peer Teaching: Students teach their peers, which can reinforce their own learning and enhance their understanding.
Guidelines/Suggestions for Methods of Student Evaluation:	Quizzes and Tests: Regular assessments to check understanding of key concepts. Classwork: Assignments completed during class that help monitor ongoing student progress and understanding. Homework Assignments: Tasks assigned for completion outside of class, reinforcing concepts taught and promoting independent study. Class Participation: Assessment based on engagement in discussions and activities. Presentations: Students present their research findings to the class. Final Exam: A comprehensive exam covering all course material. Group Projects: Team assignments that assess collaborative and interpersonal skills along with individual contributions.

	Peer Reviews: A process where students evaluate each other's work, providing feedback and gaining insights from peers. Reflections: Written insights by students on their learning experiences, often discussing what they learned and areas for improvement. Self-Grading: Allowing students to evaluate their own work, fostering self-reflection and critical thinking about their performance. Online Quizzes and Exams: Digital tests that make use of technology to assess students' understanding in a more flexible or remote setting
Suggested Readings, Texts, Objects of Study:	• CAPE Digital Media Syllabus • Relevant Online Content
Bibliography of Supportive Texts and Other Materials	Relevant Online Content