

Fundamentals of Digital Media		Scope and Sequence
Unit	Lesson	Objectives
<b>INTRODUCTION TO DIGITAL AND ONLINE MEDIA TYPES</b>		
	Digital Camera Basics	<p>Explain the basic components and functionality of digital and traditional cameras.</p> <p>Discuss mode, compression, and storage in a camera.</p> <p>Explain what things to consider when selecting a camera.</p>
	Digital Cameras vs. Mobile Cameras	<p>Compare the advantages and disadvantages of the use/functionality of traditional digital cameras compared to that of mobile digital cameras.</p> <p>Explain the rise of digital media players (such as iPods, MP3 players, etc.) and the decline of physical media players (i.e. DVD players, CD players, etc).</p>
	Project: What Do People Really Know About Digital Media?	
	The Rise of Digital Libraries	<p>Explain the use of digital libraries over traditional “book-based” libraries.</p> <p>Discuss digital media companies and jobs within the industry.</p>
	Project: Jobs in Digital Media	
	Digital Media in Business and Society	<p>Explain the value of using online video and audio for business.</p> <p>Describe online media companies and their impact on business and society.</p>
	Storing and Sharing Online Media	<p>Explain the advantages and disadvantages of cloud computing.</p> <p>Compare different types of storage options.</p> <p>Discuss the history of the Internet and how files are stored both online and in a media device.</p>

Fundamentals of Digital Media		Scope and Sequence
Unit	Lesson	Objectives
	Project: Digital Media and Business	
	Best Practices for Digital Media	
		Discuss best practices in the creation of digital media.
		Apply digital media creation best practices to online examples of digital media.
		Discuss careers in digital media.
		Explain copyrights, trademarks, and the Fair Use Policy.
	Project: Analyze and Evaluate: Digital Media	
	Test	
<b>DIGITAL MEDIA: EFFECTIVENESS AND PRODUCTION</b>		
	Traditional Media vs. Digital Media	
		Compare and contrast digital media and traditional forms of media.
		Describe some important milestones in the evolution of media.
		Recognize the characteristics and capabilities of different types of media.
	The Rise of a Digital Society	
		Explain some concerns about living in a digital society.
		Compare digital natives to digital immigrants.
		Discuss living in a digital society and the changes that have occurred because of this.
	Project: Research and Write: Is the Internet a Bad Influence on Young People?	
	Digital Citizenship	
		Analyze a situation and determine if it fits the description of cyberbullying.
		Discuss some risks associated with Internet use.
		Discuss and give examples that demonstrate the nine elements of digital citizenship.

Fundamentals of Digital Media		Scope and Sequence
Unit	Lesson	Objectives
		Discuss examples of some careers in cyber security.
	Project: A Digital Life	
	Digital Media Production	Describe the process that takes place to create digital media pieces.
		Discuss some characteristics that make an individual well suited for a career in digital media creation.
	Tools for Digital Media Production	
		Evaluate a web-based digital medium to determine if it demonstrates effective communication.
		Compare some software tools for building web-based media.
		Discuss some careers related to web-based media.
	Project: Analyze and Evaluate: Websites	
	Media Production: Audio and Video	
		Discuss the advantages of using both audio and video in communication media.
		Compare different programs for audio and video production.
		Describe best practices for audio and video production.
		Describe five administrative positions related to audio and video production.
	Project: Working in the Field	
	Test	
<b>PROJECT MANAGEMENT AND SOCIAL MEDIA</b>		
	Project Management: Project Planning	
		Prepare a project plan.
		Describe what to look for in a project manager.
		Discuss the importance of effective communication.

Fundamentals of Digital Media		Scope and Sequence
Unit	Lesson	Objectives
	Project: Pet Grooming Website	
	Project Management: Project Monitoring	<p>Explain the factors to consider when monitoring a project.</p> <p>Apply the steps in problem solving.</p> <p>Determine the best approach to conflict resolution.</p> <p>Describe what makes a good negotiator.</p>
	Project: Problem Solving	
	Project Management: Project Termination	<p>Describe the process of project shut down.</p> <p>Explain the process of product release and delivery.</p> <p>Discuss project management as a career.</p>
	Social Media Defined	<p>Describe the evolution of social media.</p> <p>Argue the advantages of cloud computing networks against traditional social media networks.</p> <p>Discuss how important a positive digital identification is in today's job market.</p> <p>Describe some potential employment opportunities related to social media.</p>
	Uses of Social Media	<p>Describe the advantages and disadvantages of social media for personal use.</p> <p>Discuss how social media can be used to solve problems.</p> <p>Propose ways that social media could benefit a business.</p>
	Project: Research and Learn: Social Media and Problem Solving	
	Staying Safe When Using Social Media Sites	

## Fundamentals of Digital Media

## Scope and Sequence

### Unit Lesson

### Objectives

Explain how to evaluate a situation and determine if there is something that could indicate that the online activity is risky.

Develop a plan to help keep you safe when using social media.

Discuss ethics and social media.

Identify some laws that relate to social media and interaction on the web.

Discuss cyber crime.

Project: Current Event: Cyber Bullying

Test

## GAMING, SIMULATIONS, WEBSITES, AND APPS

### Video Games and the Video Game Industry

Describe the different types of video games.

Explain something of the history and future of video games.

Describe the video game market.

Discuss career opportunities in the gaming industry.

Develop a plan to make yourself more competitive when applying to a college program related to video game production.

Give examples of some unexpected uses of video games.

Project: The Game Designer's Presentation

### Simulations and Modeling

Define simulations and modeling.

Cite examples of how simulations and modeling are used.

Describe the advantages of using simulations.

Discuss some careers related to creating simulations and models.

Fundamentals of Digital Media		Scope and Sequence
Unit	Lesson	Objectives
	Creating Video Games and Simulations	Describe the process to develop a video game or simulation. Develop a game design document. Discuss some potential careers related to the development of video games and simulations. Identify some challenges that the gaming industry will face in the future. Discuss some important considerations when choosing a career in the gaming industry.
	Project: New Games 101	
	Creating Websites	Compare the different types of computer languages. Construct a basic web page using simple HTML. Identify different tags in the source code for a web page.
	Project: Research and Learn: Practice your HTML Development Skills	
	Web Pages: Beyond the Basics	Describe something of the creation of web pages using HTML. Define and describe the benefits of CSS. Explain how an RSS feed works and discuss the advantages of using a RSS.
	Web Pages and E-commerce	Create a simple e-commerce site. Incorporate site optimization tactics in the creation of a website. Describe the importance of security to e-commerce. Discuss some ways to keep an e-commerce site secure. Explain the purpose of an e-shopping cart.

## Fundamentals of Digital Media

## Scope and Sequence

### Unit Lesson

### Objectives

Discuss different ways e-commerce sites collect payment.

Project: Designing an E-commerce Site

Test

## TRENDS IN DIGITAL AND ONLINE MEDIA

Best Practices of Digital Advertisement and Promotion

Describe the role digital media plays in globalization.

Discuss some advantages and disadvantages of globalization.

Explain the limitations of doing business on the web.

Determine the value of using digital media in a small businesses.

Describe some methods to keep information safe on the web.

Discuss careers related to digital media.

Project: Going Global

Digital Media in Advertising

Compare and contrast the different types of mobile marketing.

Define and explain the advantages of mobile Web sites.

Discuss some considerations when designing a mobile Web page.

Define and explain the advantages of Apps.

Discuss some considerations when designing an App.

Law and Digital Media

Describe some different laws that relate to digital media.

Compare and contrast copyrights, trademarks, patents, and trade secret law.

Explain the Canons of Journalism.

**Fundamentals of Digital Media****Scope and Sequence****Unit Lesson****Objectives**

Discuss ethics in digital media.

Project: Research and Learn: Law and Digital Media

Digital Audio and Video

Discuss careers related to digital audio and video.

Describe the basic concept of digital audio and video recordings.

Identify important events in the evolution of the music and film industries.

Explain the different ways digital audio and video files can be edited.

Explain some advantages of using digital audio and video files.

The Future of Digital Media

Describe some forces that will impact the future of digital media.

Describe some expected changes in social media and advertising.

Discuss some ways to deal with being over-connected.

Determine if future prospects for employment in the digital media field look good.

Project: In the Future, What Will Digital Media Look Like for You?

Finding a Career that is Right for You

Describe the three career pathways in digital media: creative, business, and technical.

Explain what type of schooling is necessary for the three digital media careers.

Justify the importance of and rationale for a school being accredited.

Project: Find Your Dream Job and Figure Out How to Land It

Test

**COURSE PROJECT, REVIEW, AND EXAM**



**Unit Lesson**

**Objectives**

Review

Exam