

# Fundamentals of Digital Media

## Course Overview and Syllabus

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**Grade level:** 9–12

**Prerequisite Courses:** None

**Credits:** 0.5

### Course Description

Fundamentals of Digital Media is a semester-long course that presents high school students an overview of the different types of digital media and how they are used in the world today. This course examines the impact that digital media has on culture and lifestyle. The course reviews the basic concepts for creating effective digital media and introduces several different career paths related to digital media. Students learn about the tools used as well as best practices employed for creating digital media. In the course, students explore topics such as 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 also review the ethics and laws that impact digital media use or creation.

### Course Objectives

Throughout the course, you will meet the following goals:

- Compare different types of digital and traditional media
- Discuss the role digital media plays in globalization, and how living in a digital society affects our world
- Evaluate the benefits of online video and audio in business and the limitations of business on the web
- Explore the evolution of social media, its ethical concerns and challenges, and social media advertising
- Identify the different laws that relate to digital media, and challenges the industry will face in the future
- Review careers in digital media, including project management
- Determine what type of schooling is necessary for a chosen career

## Student Expectations

This course requires the same level of commitment from you as a traditional classroom course. Throughout the course, you are expected to spend approximately 5–7 hours per week online on:

- Interactive lessons that include a mixture of videos, readings, and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments, including quizzes, tests, and cumulative exams

## Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

## Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

Grading Category	Weight
Lesson Quizzes	20%
Unit Tests	20%
Cumulative Exams	20%
Assignments	10%
Projects	30%
Additional	0%

## Scope and Sequence

When you log into Edgenuity, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

- Unit 1:** Introduction to Digital and Online Media Types
- Unit 2:** Digital Media: Effectiveness and Production
- Unit 3:** Project Management and Social Media
- Unit 4:** Gaming, Simulations, Websites, and Apps
- Unit 5:** Trends in Digital and Online Media