

Ms. Kester Small

CAPE DIGITAL MEDIA UNIT ONE 2019/2020 YEAR PLAN

WEEK	UNIT # & PERIOD OF TIME	GENERAL OBJECTIVE	SPECIFIC OBJECTIVES	ASSESSMENT
TERM ONE				
1-2	Digital Media Terminologies (September 2nd – 13th)	develop an understanding of digital media;	Distinguish among terms relating to digital media; (a) Bandwidth, narrowband, broadband. (b) Capture, content integration, convergence, compression. (c) Digital media, digital rights management, download media. (d) Frame, GIF, HDTV, HTML, hypermedia, hypertext, IP, JPEG, linear editing and colour profiles. (e) Media, multicasting, new media, pixels, stream, vector graphics, webcast, XML	Brainstorming chart Glossary created on Prezi.com (Group activity) – audio editing.. creating a news broadcast Audio editing creating a ringtone Designing a 6 – 9 frame storyboard (Running late)
3	Evolution of Digital Media (September 16th – 20th)	describe the evolution of digital media;	Explain the History and timeline – (transition from analog to digital media). Differentiate between: (b) Web 1.0 to Web 2.0: (transition from static hyperlinks to interactive web applications and services). (c) Emergence of broadband, mobile and social media (smartphones, tablets and other wireless devices, data analysis and applications). d) Affordability and access (impact of increasing Internet	Compare and contrast characteristics of web 1.0 and web 2.0 after viewing a video Collect pictures of mobile devices being used over the last 20 years using a Visme timeline List using a table three characteristics of Web 1.0 and Web 2.0.

			access and lower cost of computing devices).	
4	The open movement philosophy (September 23rd – October 4th)	understand the Open Movement;	<p>Define the term open movement</p> <p>Explain the different concepts associated with types of open movements</p> <ul style="list-style-type: none"> a) Open Source. b) Open Data. c) Open Educational Resources (OER). d) Open Source versus Public Domain. e) Creative Commons Licensing 	<p>Discussion</p> <p>3-page research paper contrasting open source and proprietary software</p>

<p>4</p>	<p>Importance of Caribbean-centric Content Creation in the Context of Digital Media</p> <p>(September 23rd – October 4th)</p>	<p>Understand why digital media has failed to take off in the Caribbean</p> <p>Understand the benefits of Social Media to the Caribbean</p>	<p>a) Describe the benefits of Digital Media to the Caribbean</p> <ul style="list-style-type: none"> i. Opportunities to meet local needs. ii. Create global opportunities. iii. Education <p>b) Explain what is hindering the growth of Digital Media in the Caribbean</p> <ul style="list-style-type: none"> i. Limited internet access ii. Cost iii. Lack of government support iv. Laziness/lack of innovation/not thinking outside the box v. Lack of confidence/not wanting to change status quo 	<p>Create a Powtoon describing benefits of digital media (to be uploaded to YouTube channel)</p> <p>Brainstorming</p>
<p>6</p>	<p>(October 14th – 18th)</p> <p>Types of Digital Media</p>	<p>Understand the different types of digital media</p>	<p>Explain the types of digital media;</p> <p>Digital Art – computer generated graphics:</p> <ul style="list-style-type: none"> (i) digital paintings, hybrid, digitised artwork, 2D versus 3D art. (ii) Digital Audio- digital music, ringtones; sound effects. 	<p>Online quiz</p> <p>Brainstorming</p> <p>Paper comparing and contrasting mobile phone apps vs tablet apps</p> <p>Group assignment Collect pictures of mobile devices being used over the last 20 years. A layout could</p>

			<p>(iii) Animation - stop motion animation:</p> <ul style="list-style-type: none"> • motion graphics, animated logo design; • animated advertisements; • animatics/pre-visualisation; • storyboarding, 3D product design; and • modelling, character design. <p>(iv) Mobile apps, mobile games, multimedia, utilities, productivity, social.</p> <p>(v) Mobile phone versus tablet apps.</p> <p>(vi) Digital Video-capture, editing, production.</p> <ul style="list-style-type: none"> • Digital Photography (Capture/Production) – capture, editing, production. • The rule of thirds • EBooks-production tools, distribution platforms for electronic books. • Websites – design, development, management 	<p>be done along a timeline and share this digitally using Word Processing or Desktop Publishing (DTP) software or appropriate timeline software, or websites such as Visme.</p> <p>Photography editing</p> <p>Capturing and editing photos</p> <p>Celebrating Jamaica Toolkit</p>
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7-8	<p>(October 21st – November 1st)</p> <p>Opportunities and Pitfalls of Digital Media and the Internet</p> <p>Impact of Digital Media on Businesses and Organisations</p>	<p><i>differentiate</i> among digital media platforms;</p> <p>discuss the opportunities and pitfalls of digital media and the Internet;</p> <p>evaluate the impact of digital media on businesses and organisations;</p>	<p>(a) Definition: A digitised platform for media delivery of video, audio and/or data to multiple networks, such as Telco, cable, satellite, digital terrestrial broadcasting and the Internet.</p> <p>(b) Types of digital media platforms. YouTube – 1.9 billion MAUs. WhatsApp – 1.5 billion MAUs. Messenger – 1.3 billion MAUs. WeChat – 1.06 billion MAUs. Instagram – 1 billion MAUs. QQ – 861 million MAUs. ... Tumblr – 642 million MUVs</p> <p>(c) Discuss the functionalities of the various digital media platforms (for example what is shared on each platform and how it is shared).</p>	<p>Using Visme, create an infographic showing a list of popular Social Medias and group these, if possible using headings. Pictures or their icons are great way to show your output</p>

			<p>appreciate the impact of digital media on society;</p> <p>3. develop an appreciation for the business of digital media;</p> <p>appreciate the future of digital media</p> <p>The opportunities -connections, branding, value added, follow up, communities, dynamic discussions, productive enhancing, <i>digital citizenship</i>, <i>digital footprint</i>.</p> <p>(b) The pitfalls - permanent records/ <i>digital footprint</i>, material discovery, ethical issues, confused text, time consuming, social issues, <i>digital citizenship</i>.</p> <p>(a) <i>The adoption of digital media in organisations.</i></p> <p>(b) <i>Technology adoption lifecycle.</i></p> <p>(c) <i>Characteristics of organizations that have</i></p>	<p>Create a powtoon/video explaining pitfalls of Digital media and the internet</p>
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			<p><i>successfully adopted digital media.</i></p> <p><i>(d) Benefits and limitations of digital media on industries and services.</i></p> <p><i>(e) Digital Media industries and services: Advertising Agencies, Effects Factories, Music Production Studios, Animation Firms, Media Houses, Gaming, Publishing Houses, Website Development Firms, Education Support Services, Interactive Media Firms, Training Firms, Schools, Non-Profit Organisations, Massive Open Online Courses.</i></p> <p><i>(f) Job opportunities in the digital media industries and services.</i></p> <p><i>(g) Antiquation and disruption of industries due to adoption of digital media.</i></p>	
9 -11	(November 8th – 19th) Intellectual Property, Patents, Copyrights	Understand the difference amongst the various terms	explain intellectual property protection and compliance; and copyright protection as they relate to digital media;	Past Paper Test

	<p>Ethical Issues Relating to Digital Media</p> <p>Factors which Influence Future Trends and Development</p>	<p>discuss factors which influence trends and developments in digital media.</p>	<p>The reasons for and importance of intellectual property, patents and copyrights</p> <p>Products protected by intellectual property, patents and copyrights</p> <p>Penalties for infringement of intellectual property, patents, copyrights.</p> <p>Process involved in copyrighting and patenting one's work.</p> <p>Authorised use of copyrighted material (rights managed vs Royalty free).</p> <p>Importance of terms and user agreement.</p> <p>(a) Cybercrimes. (b) Plagiarism. (c) Considerations for dealing with digital media for example: (i) Downloading software that is too costly to purchase from file sharing networks, social media use. (ii) Consequences of unethical behaviours/potential security threats and vulnerabilities.</p>	
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			<p>(iii) Human rights online; freedom of speech versus hate speech, right to privacy, cyber security.</p> <p>(a) Characteristics. (b) Greater accessibility. (c) Affordability. (d) Ease of use; user interface. (e) Pervasiveness of technology. (f) Increasing/decreasing adoption. (g) Political, social and economic frameworks (for example: access to the internet and technology in the region versus the developed countries).</p>	
EXAM REVIEW				

WEEK	UNIT # & PERIOD OF TIME	GENERAL OBJECTIVE	SPECIFIC OBJECTIVES	ASSESSMENT
TERM TWO				
1	Characteristics of Digital Users	Understand the difference between digital natives and digital immigrants	discuss the characteristics of a digital user (native and immigrants); (a) Digital native (beliefs, attitudes, practices). (b) Digital immigrant (beliefs, attitudes, practices). (c) Rights and needs of the digital generation.	Visme infographic contrasting digital natives and digital immigrants
2	Digital Media Environment	Understand the concept of the digital media environment	discuss the characteristics of the digital media environment; (a) Definition and scope of digital media ecosystem. (b) The elements of the ecosystem (The professionals, consumers, producers, platforms). (c) Types of media in the digital media ecosystem, for example, reading, gaming, mobile. (d) Major players in the digital media industry. (e) Emerging trends and digital media industries.	

3	Digital Media and Value Chains	Understand the concept of the value chain	<p>explain the impact of digital media on the value chain;</p> <p>(a) Key aspects of the value chain.</p> <p>(b) Stakeholders in the value chain (producer to end-user).</p> <p>(c) The impact of digital media on the value chain (producer to end-user).</p> <p>(d) Interdependencies of players in the digital ecosystem.</p>	<p>Brainstorming chart</p> <p>Glossary created on Prezi.com</p> <p>(Group activity) – audio editing.. creating a news broadcast</p> <p>Audio editing creating a ringtone</p> <p>Designing a 6 – 9 frame storyboard (Running late)</p>
4	Characteristics of the Modern Work Environment	develop an understanding of the entrepreneurial opportunities in the digital media industry.	<p>discuss the characteristics of the modern work environment;</p> <p>a) Globalisation; rate of technological advancement.</p> <p>(b) Work models – telecommuting, virtual <i>and remote</i> work, <i>cloud sharing, gig economy</i>, micro work phenomenon.</p>	Create an infographic defining each term, provide examples, and pros and cons of each work model

5-6	Challenges and Opportunities in the Digital Media Industry (Regional/Global)	Understand the challenges and opportunities offered by the digital media industry, both regionally and globally	<p>discuss the challenges and opportunities in the digital media industry (regional/global);</p> <p>(a) Analysis of the environment (<i>policy, economic, social and technological</i>). <i>Challenges, for example, the region lagging behind in the use of technology. Opportunities, for example, wider target markets for local products and services.</i></p> <p>(b) Entrepreneurial opportunities</p> <p>(c) <i>Public engagement via digital media.</i></p>	<p>Create a YouTube video discussing the challenges and opportunities of the DME industry</p>
7-8	Project Funding Opportunities	Understand the various types and sources of funding	<p>evaluate project funding opportunities available for digital content creators; and,</p> <p>(a) Types of funding (debt and equity).</p> <p>(b) <i>Sources of funding - Lending institutions, Crowd funding, Angels, Venture Capitalists.</i></p> <p>(c) Project Proposal writing.</p> <p>(d) <i>Outlining a budget.</i></p> <p>(d) Project pitching.</p>	<p>Create a Moovly explainer video describing sources of funding</p> <p>Group assignment</p> <p><i>Have students work collaboratively to design and present a visual representation of the concept of the digital media ecosystem.</i></p> <p>Individual Presentation</p>

	<p>Skills Needed to Enhance Employability and Entrepreneurship</p>		<p>discuss the skills <i>and dispositions</i> that support employment and entrepreneurship in the digital media industry;</p> <p>(a) Skills (Continuous Learning, Innovation, adaptability, resourcefulness, critical thinking, Communication skills).</p> <p>(b) Dispositions (collaborative mind-set, teamwork, curiosity, research oriented).</p>	<p>Students are to work in pairs to outline and pitch their ideas. Pitches should be done with the support of visual props (for example, PowerPoint presentation, white board, flip chart). Students should be encouraged to provide constructive feedback on each other's presentations to enhance their inquiry skills. Where possible industry personnel should be included in the panel.</p> <p><i>3 Elements for a Perfect Elevator Pitch</i> (http://www.youtube.com/watch?v=glrgMC0o2UI&feature=related)</p>
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<p>7-8</p>	<p>The Creative Design Process</p> <p>Methods of Implementing the Creative Process</p> <p>Application of the Creative Process to Local Problems – Global Solutions</p>	<p>Understand the creative design process</p>	<p>explain the concept of the creative design process;</p> <p>a) Definition of the <i>Creative Design Process</i>.</p> <p>(b) Process of Concept Formulation, Idea generation, (brainstorming; free writing, word association, mind mapping).</p> <p>(c) <i>Core principles of the design process</i>.</p> <p>(d) <i>Problems, solution design, validation</i>.</p> <p>(e) <i>Implementation of the design process</i>.</p> <p>identify different ways of implementing the creative process;</p> <p>explain the concept of ideation</p> <p>apply the creative process to solve local problems</p>	<p>Group project making use of the creative process model</p> <p>Group project – video production</p>
<p>9-10</p>	<p>Pre-Production Skills and Techniques to Possible Solution</p>	<p>Understand and apply pre-production skills</p>	<p>apply pre-production skills and techniques to solve problems;</p>	

