



St Maarten Academy Year Plan

CAPE Digital Media Unit 1

Sept 2023 – May 2024

Please note that a Spiral Approach will be used

Term 1

Week	Topic	Objectives/Sub-Objectives	Assessment
1	UNIT 1: DIGITAL MEDIA FUNDAMENTALS MODULE 1: UNDERSTANDING DIGITAL MEDIA Digital Media Terminologies	<i>distinguish among</i> terms relating to digital media; (a) <i>Bandwidth, narrowband, broadband.</i> (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 <i>and colour profiles.</i> (e) Media, multicasting, new media, pixels, stream, vector graphics, webcast, XML.	Practical Assessment Case Study/Research Project/Practical Assessment/Online Quiz
2	UNIT 1: DIGITAL MEDIA FUNDAMENTALS MODULE 1: UNDERSTANDING DIGITAL MEDIA Evolution of Digital Media	describe the evolution of digital media; (a) History and timeline – (transition from analog to digital media). (b) Web 1.0 to Web 2.0: (transition from static hyperlinks to interactive web applications and services).	Practical Assessment Case Study/Research Project/Practical Assessment/Online Quiz

	<p>UNIT 1: DIGITAL MEDIA FUNDAMENTALS</p> <p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p> <p>Evolution of Digital Media</p>	<p>describe the evolution of digital media;</p> <p>(c) Emergence of broadband, mobile and social media (smartphones, tablets and other wireless devices, data analysis and applications).</p> <p>(d) Affordability and access (impact of increasing Internet access and lower cost of computing devices).</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz</p>
3	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p> <p>Types of Digital Media</p>	<p>explain the types of digital media;</p> <p>(a) Definition – a form of electronic media where data are stored in digital (as opposed to analog) form.</p> <p>(b) Examples of Digital Media:</p> <p>(i) Digital Art – computer generated graphics:</p> <ul style="list-style-type: none"> ☒ digital paintings, hybrid, digitised artwork, 2D versus 3D art. <p>(ii) Digital Audio- digital music, ringtones:</p> <ul style="list-style-type: none"> ☒ sound effects. <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>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz</p>
3	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p> <p>Types of Digital Media</p>	<p>(iv) Mobile apps, mobile games, multimedia, utilities, productivity, social.</p> <p>(v) Mobile phone versus tablet apps.</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical</p>

		<p>(vi) Digital Video-capture, editing, production.</p> <p>☒ Digital Photography (Capture/ Production) - capture, editing, production.</p> <p>☒ EBooks-production tools, distribution platforms for electronic books.</p> <p>☒ Websites-design, development, management.</p>	Assessment/Online Quiz
4	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p> <p>Importance of Caribbean-centric Content Creation in the Context of Digital Media</p>	<p>discuss the importance of Caribbean- <i>centric content</i> creation in the context of digital media;</p> <p>Importance - for example:</p> <p>(a) Opportunities to meet local needs.</p> <p>(b) Create global opportunities.</p> <p><i>End of Chapter Quiz</i></p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online</p> <p>Quiz</p>
5	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p> <p>Digital Media Platforms (DMP)</p>	<p><i>differentiate</i> among digital media platforms;</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.</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz</p>
5	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p>	<p><i>differentiate</i> among digital media platforms;</p> <p><i>(c) Discuss the functionalities of the various digital media platforms (for example what is shared on each platform and how it is shared).</i></p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
6	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p>	<p>discuss the opportunities and pitfalls of digital media and the Internet;</p>	Practical Assessment

	Opportunities and Pitfalls of Digital Media and the Internet	(a) The opportunities -connections, branding, value added, follow up, communities, dynamic discussions, productive enhancing, <i>digital citizenship, digital footprint.</i>	Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet
6	MODULE 1: UNDERSTANDING DIGITAL MEDIA Opportunities and Pitfalls of Digital Media and the Internet Internal Assessment - IA- SBA Outline	discuss the opportunities and pitfalls of digital media and the Internet; (b) The pitfalls - permanent records/ <i>digital footprint</i> , material discovery, ethical issues, confused text, time consuming, social issues, <i>digital citizenship.</i> Discussion of Potential IA Projects	Practical Assessment Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet Selection and development of IA Research Topic
7	MODULE 1: UNDERSTANDING DIGITAL MEDIA Intellectual Property, Patents, Copyrights	explain intellectual property, patents and copyright protection as they relate to digital media; (a) The reasons for and importance of intellectual property, patents and copyrights. (b) Products protected by intellectual property, patents and copyrights. (c) Penalties for infringement of intellectual property, patents, copyrights. End of Module Quiz	Practical Assessment Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet Quiz
7	MODULE 2: THE DIGITAL MEDIA ECOSYSTEM Intellectual Property, Patents, Copyrights	explain intellectual property, patents and copyright protection as they relate to digital media; (d) Process involved in copyrighting and patenting one's work. (e) Authorized use of copyrighted material (rights managed vs Royalty free). (f) Importance of terms and user agreement.	Practical Assessment Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet
8	MODULE 2:	discuss the characteristics of a digital user (native and immigrants);	Practical Assessment

	<p>THE DIGITAL MEDIA ECOSYSTEM</p> <p>Characteristics of Digital Users</p>	<p>(a) Digital native (beliefs, attitudes, practices).</p> <p>(b) Digital immigrant (beliefs, attitudes, practices).</p> <p>(c) Rights and needs of the digital generation.</p>	<p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
8	<p>MODULE 3: CREATIVE SOLUTION DESIGN</p> <p><i>The Creative Design Process</i></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>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
9	<p>MODULE 2: THE DIGITAL MEDIA ECOSYSTEM</p> <p>Digital Media Environment</p>	<p>discuss the characteristics of the digital media environment;</p> <p>(a) Definition and scope of digital media ecosystem.</p> <p>(b) <i>The elements of the ecosystem (The professionals, consumers, producers, platforms).</i></p> <p>(c) Types of media in the digital media ecosystem, for example, reading, gaming, mobile.</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>

		<p>(d) Major players in the digital media industry.</p> <p>(e) <i>Emerging trends and digital media industries.</i></p>	
9	<p>MODULE 3: CREATIVE SOLUTION DESIGN</p> <p><i>Methods of Implementing the Creative Process</i></p>	<p>identify different ways of implementing the creative process;</p> <p>Linear, cyclic, stepped with intermediate feedback loops and as a branched network.</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
10	<p>MODULE 2: THE DIGITAL MEDIA ECOSYSTEM</p> <p><i>Digital Media and Value Chains</i></p>	<p><i>explain the impact of digital media on the value chain;</i></p> <p>(a) Key aspects of the value chain.</p> <p>(b) Stakeholders in the value chain (producer to end-user).</p> <p>(c) <i>The impact of digital media on the value chain</i> (producer to end-user).</p> <p>(d) <i>Interdependencies of players in the digital ecosystem.</i></p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
10	<p>MODULE 3: CREATIVE SOLUTION DESIGN</p> <p><i>Ideation (as related to digital media)</i></p> <p>Internal Assessment - IA-SBA Outline</p>	<p>explain the concept of ideation;</p> <p><i>Definition of the Term Ideation (as related to digital media).</i></p> <p>End of Module 2 Quiz</p> <p>Discussion of Potential IA Projects</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet Quiz</p> <p>Selection and development of IA Research Topic</p>
11	<p>MODULE 2: THE DIGITAL MEDIA ECOSYSTEM</p>	<p>discuss the characteristics of the modern work environment;</p>	<p>Practical Assessment</p>

	Characteristics of the Modern Work Environment	<p>(a) Globalisation; rate of technological advancement.</p> <p>(b) Work models – telecommuting, virtual <i>and remote</i> work, <i>cloud sharing, gig economy, micro work</i> phenomenon.</p>	Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet
11	<p>MODULE 3: CREATIVE SOLUTION DESIGN</p> <p>Application of the Creative Process to Local Problems – Global Solutions</p>	<p>apply the creative process to solve local problems;</p> <p>(a) The <i>models</i> of applying the creative process to arrive at solutions to local and global problems.</p> <p>(b) Creative solutions to the problems through the use of new hardware and software inventions (the user is sometimes right-designing for future needs).</p> <p>(c) Implementation.</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
12	<p>MODULE 2: THE DIGITAL MEDIA ECOSYSTEM</p> <p>Challenges and Opportunities in the Digital Media Industry (Regional/Global)</p>	<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>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>

12	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p> <p>Ethical Issues Relating to Digital Media</p>	<p>discuss the ethical Issues relating to digital media;</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. (iii) Human rights online; freedom of speech versus hate speech, right to privacy, cyber security.</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
12	<p>MODULE 3: CREATIVE SOLUTION DESIGN</p> <p>Pre-Production Skills and Techniques to Possible Solution</p>	<p>(a) The role of pre-production in creating digital media <i>content (video, images, audio)</i>.</p> <p>(b) Core elements of pre-production - resources (money, time, resource personnel, facilities, location), clearances (<i>permits and releases</i>), copyright (intellectual property), codes of practice and regulations, and health and safety.</p> <p>(c) Factors affecting creation of digital media content (<i>video, images, audio</i>).</p> <p>(d) Rule of thirds, lighting, composition, psychology of colours.</p> <p>(a) The role of pre-production in creating digital media <i>content (video, images, audio)</i>.</p> <p>(b) Core elements of pre-production - resources (money, time, resource personnel, facilities, location), clearances (<i>permits and releases</i>), copyright (intellectual property),</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>

		<p>codes of practice and regulations, and health and safety.</p> <p>(c) Factors affecting creation of digital media content (<i>video, images, audio</i>).</p> <p>(d) Rule of thirds, lighting, composition, psychology of colours.</p>	
13	Exams Internal Assessment - IA- SBA Development	End of Semester Exams Development of Potential IA Projects	Selection and development of IA Research Topic
13	Exams Internal Assessment - IA- SBA Development	End of Semester Exams Development of Potential IA Projects	Selection and development of IA Research Topic
14	Exams Internal Assessment - IA- SBA Data Collection	End of Semester Exams Data Collection of Potential IA Projects	Selection and data procedures development of IA Research Topic

Term 2 Jan – April 2024

Week	Topic	Objectives/Sub-Objectives	Assessment
1	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p> <p>Impact of Digital Media on Businesses and Organisations</p>	<p><i>evaluate the impact of digital media on businesses and organisations;</i></p> <p><i>(a) The adoption of digital media in organisations.</i></p> <p><i>(b) Technology adoption lifecycle.</i></p> <p><i>(c) Characteristics of organizations that have 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>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
2	<p>MODULE 2: THE DIGITAL MEDIA ECOSYSTEM</p> <p>Project Funding Opportunities</p>	<p>evaluate project funding opportunities available for digital content creators; and,</p> <p>(a) Types of funding (debt and equity).</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</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>(e) Project pitching.</p>	
2	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p> <p>The Open Movement Philosophy</p>	<p>explain the Open Movement;</p> <p>(a) Open Source.</p> <p>(b) Open Data.</p> <p>(c) Open Educational Resources (OER).</p> <p>(d) Open Source versus Public Domain.</p> <p>(e) Creative Commons Licensing.</p>	
2	<p>MODULE 3: CREATIVE SOLUTION DESIGN</p> <p>Digital Media Tools</p> <p>Internal Assessment - IA- SBA Data Collection</p>	<p>evaluate the utility of different digital media tools;</p> <p>(a) Definition of digital media tools.</p> <p>(b) Identification of tools (as identified in Unit 1, Module 1, Specific Objective 11).</p> <p>Data Collection of Potential IA Projects</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p> <p>Selection and data procedures development of IA Research Topic</p>
3	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA</p> <p>Digital Media Tools</p>	<p>identify digital media tools; and,</p> <p>(a) Open Source, Free and Internet Based Digital Media Tools (Audio Editing – Audacity, Wavepad, Wavosaur, Ardour.</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>

		<p>(b) Photo Editing – Pixlr, Picasa, Picnik; Video Editing – Moviemaker, Cinefix; Movie Storm, StoryBoard Pro.</p> <p>(c) Audio Slide Show – Photo Story, Animoto, Photo Peach.</p> <p>(d) <i>Cloud –Based tools.</i></p>	
3	<p>MODULE 2: THE DIGITAL MEDIA ECOSYSTEM <i>Skills Needed to Enhance Employability and Entrepreneurship</i></p>	<p>discuss the skills <i>and dispositions</i> that support employment and entrepreneurship in the digital media industry;</p> <p>(a) <i>Skills (Continuous Learning, Innovation, adaptability, resourcefulness, critical thinking, Communication skills).</i></p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
4	<p>MODULE 1: UNDERSTANDING DIGITAL MEDIA <i>Factors which Influence Future Trends and Development</i></p>	<p>discuss <i>factors which influence</i> trends and developments in digital media.</p> <p>(a) Characteristics.</p> <p>(b) Greater accessibility.</p> <p>(c) Affordability.</p> <p>(d) <i>Ease of use; user interface.</i></p> <p>(e) Pervasiveness of technology.</p> <p>(f) Increasing/decreasing adoption.</p> <p>(g) <i>Political, social and economic frameworks (for example: access to the internet and technology in the region versus the developed countries).</i></p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>

5	<p>MODULE 3: CREATIVE SOLUTION DESIGN</p> <p>Digital Media Tools</p>	<p>evaluate the utility of different digital media tools;</p> <p>(c) Uses of digital media tools. (d) Advantages and disadvantages of digital media tools.</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
6	<p>MODULE 2: THE DIGITAL MEDIA ECOSYSTEM</p> <p>Skills Needed to Enhance Employability and Entrepreneurship</p> <p>Internal Assessment - IA- SBA Data Analysis</p>	<p>discuss the skills <i>and dispositions</i> that support employment and entrepreneurship in the digital media industry;</p> <p>(b) <i>Dispositions (collaborative mindset, teamwork, curiosity, research oriented).</i></p> <p>Data Analysis of Potential IA Project</p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p> <p>Selection and data analysis and presentation of IA Research Topic</p>
7	<p>MODULE 3: CREATIVE SOLUTION DESIGN</p> <p>Communicating in the Digital Age</p>	<p><i>apply digital tools in communicating in the digital age;</i></p> <p>(a) Different methods of communication (for example, email, wikis, blogs, live streaming). (b) Integration of techniques to capture and share digitally (for example cloud computing).</p> <p><i>End of Module 3 Exam</i></p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p> <p>Module 3 Exam</p>
8	<p>MODULE 3: CREATIVE SOLUTION DESIGN</p> <p>Skills and Techniques to Capture and Manipulate Images, Audio and Video</p>	<p>apply skills and techniques to <i>capture and manipulate images, audio and video; and ,</i></p> <p>(a) <i>Ways to capture images, record audio and video using digital devices.</i></p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet</p>
9	<p>MODULE 3: CREATIVE SOLUTION DESIGN</p>	<p>apply skills and techniques to <i>capture and manipulate images, audio and video; and ,</i></p>	<p>Practical Assessment</p> <p>Case Study/Research Project/Practical</p>

	Skills and Techniques to Capture and Manipulate Images, Audio and Video	(b) <i>Use of software to manipulate images, audio and video to tell a story.</i> IA Write up and Documentation	Assessment/Online Quiz/ Tutorial Sheet IA Documentation
10	MODULE 3: CREATIVE SOLUTION DESIGN Skills and Techniques to Capture and Manipulate Images, Audio and Video	apply skills and techniques to <i>capture and manipulate images, audio and video; and ,</i> c) <i>Techniques to publish the final product. Products should be exported in formats, that can be played on any digital device (MP4, MP3, PDF, PNG, JPEG, GIF).</i>	Practical Assessment Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet
11	MODULE 3: CREATIVE SOLUTION DESIGN Complete Presentations	develop digital proposal portfolio. a) <i>Preparation of effective presentations that incorporate audio and video.</i> End of Module 3 Exams	Practical Assessment Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet Module Exam
12	MODULE 3: CREATIVE SOLUTION DESIGN Complete Presentations IA Write Up First Draft Due	develop digital proposal portfolio. a) <i>Preparation of effective presentations that incorporate audio and video.</i> <i>Review of IA First Draft</i>	Practical Assessment Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet Corrections on IA First draft
13	MODULE 3: CREATIVE SOLUTION DESIGN Complete Presentations	develop digital proposal portfolio. <i>(b) Preparation and use of visual aids for presentations.</i> End of Module 2 Exam	Practical Assessment Case Study/Research Project/Practical Assessment/Online Quiz/ Tutorial Sheet Module 2 Exam
14	Mock Exams Collection of IA Final Draft	Mock Exams Collection of IA Final Draft	IA Collection