



ENLIGHTIUM ACADEMY

Ignitia™ Career and Technical Education
Electives

Fundamentals of Digital Media

Enlightium Academy invites you to open the door to career and college readiness with Career and Technical Education (CTE) courses from Alpha Omega Publications - Ignitia™.

These rigorous, hands-on courses for grades 7-12 promote critical thinking, emphasize problem solving, and encourage students to take responsibility for their own learning. With 24 CTE courses divided into six clusters, these courses put students on practical paths to post-graduate success.

Should you have any questions about the curriculum, please contact support@enlightiumacademy.com or call Enlightium Academy Customer Support at (866) 488-4818 ext. 2017.

If you have questions about technical support or product configuration, please see the information below for Alpha Omega Publications.

Alpha Omega Publications Technical Support

Alpha Omega Publications' technical support is Ignitia™'s full-service technical support system. We exist to promote and preserve our customers' satisfaction. Our services include:

- Technical Support
- Product Configuration and Update Management

Please use the following information to contact Alpha Omega Publications' technical support:

Online:

Access our helpful Technical Support website simply by clicking on the life preserver located in the upper-right corner of any screen in our program!

Telephone:

Toll Free: 1-877-251-6662
Monday –Friday 7 a.m. to 5 p.m. (CT)

FUNDAMENTALS OF DIGITAL MEDIA

COURSE OVERVIEW

This course gives an overview of the different types of digital media and how they are used in the world today. Students examine the impact that digital media has on culture and lifestyle. The course reviews the basic concepts for creating effective digital media and introduces a number of different career paths that relate to digital media.

Students will examine some tools used to create digital media and discuss best practices in the creating of digital media. This includes an overview of the process used to create new media pieces as well as the basics concepts of project management.

In the course, students will examine 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 will review ethics and laws that impact digital media use or creation.

Objectives

- Discuss different types of digital media.
- Explain the value of using online video and audio for business.
- Discuss careers in digital media.
- Compare and contrast digital media and traditional forms of media.
- Discuss living in a digital society and the changes resulting from it.
- Discuss project management as a career.
- Describe the evolution of social media.
- Discuss ethics and social media.
- Identify some challenges that the gaming industry will face in the future.
- Compare the different types of computer languages.
- Determine the role digital media plays in globalization.
- Explain the limitations of doing business on the web.
- Describe some different laws that relate to digital media.
- Explain the canons of journalism.
- Describe some expected changes in social media and advertising.
- Determine what type of schooling is necessary for their chosen career.

FUNDAMENTALS OF DIGITAL MEDIA	
UNIT 1: INTRODUCTION TO DIGITAL AND ONLINE MEDIA TYPES	
Assignment Titles	
1. Course Overview	10. Project: Digital Media and Business
2. Digital Camera Basics	11. Best Practices for Digital Media
3. Digital Cameras vs. Mobile Cameras	12. Project: Analyze and Evaluate: Digital Media
4. Project: What Do People Really Know About Digital Media?	13. Quiz 2: Digital Media in Our World
5. The Rise of Digital Libraries	14. Project: Special Project
6. Project: Jobs in Digital Media	15. Unit 1 Test
7. Quiz 1: Digital Media	16. Course Project Part 1: Digital Media Cuts Paper Use
8. Digital Media in Business and Society	17. Glossary and Credits
9. Storing and Sharing Online Media	

FUNDAMENTALS OF DIGITAL MEDIA
UNIT 2: DIGITAL MEDIA: EFFECTIVENESS AND PRODUCTION

Assignment Titles

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| 1. Traditional Media vs. Digital Media | 9. Project: Analyze and Evaluate: Web Sites |
| 2. The Rise of a Digital Society | 10. Media Production: Audio and Video |
| 3. Project: Research and Write: Is the Internet a Bad Influence on Young People? | 11. Project: Working in the Field |
| 4. Digital Citizenship | 12. Quiz 2: Digital Media Production |
| 5. Project: A Digital Life | 13. Project: Special Project |
| 6. Quiz 1: Effectiveness of Digital Media | 14. Unit 2 Test |
| 7. Digital Media Production | 15. Course Project Part 2: E-waste |
| 8. Tools for Media Production: Web and Interactive Digital Media | 16. Glossary and Credits |

FUNDAMENTALS OF DIGITAL MEDIA
UNIT 3: PROJECT MANAGEMENT AND SOCIAL MEDIA

Assignment Titles

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| 1. Project Management: Project Planning | 10. Staying Safe When Using Social Media Sites |
| 2. Project: Pet Grooming Web Site | 11. Project: Current Event: Cyber Bullying |
| 3. Project Management: Project Monitoring | 12. Quiz 2: Social Media |
| 4. Project: Problem Solving | 13. Project: Special Project |
| 5. Project Management: Project Termination | 14. Unit 3 Test |
| 6. Quiz 1: Project Management | 15. Course Project Part 3: Social Media and Environmental Activism |
| 7. Social Media Defined | 16. Glossary and Credits |
| 8. Uses of Social Media | |
| 9. Project: Research and Learn: Social Media and Problem Solving | |

FUNDAMENTALS OF DIGITAL MEDIA
UNIT 4: GAMING, SIMULATIONS, WEB SITES, AND APPS

Assignment Titles

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| 1. Video Games and the Video Game Industry | 9. Web Pages: Beyond the Basics |
| 2. Project: The Game Designer's Presentation | 10. Web Pages and E-commerce |
| 3. Simulations and Modeling | 11. Project: Designing an E-commerce Site |
| 4. Creating Video Games and Simulations | 12. Quiz 2: Web Sites and Apps |
| 5. Project: New Games 101 | 13. Project: Special Project |
| 6. Quiz 1: Gaming and Simulations | 14. Unit 4 Test |
| 7. Creating Web Sites | 15. Course Project Part 4: Environmental Gaming |
| 8. Project: Research and Learn: Practice your HTML Development Skills | 16. Glossary and Credits |

FUNDAMENTALS OF DIGITAL MEDIA
UNIT 5: TRENDS IN DIGITAL AND ONLINE MEDIA

Assignment Titles

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| 1. Best Practices of Digital Advertisement and Promotion Project: | 9. Project: In the Future, What Will Digital Media Look Like for You? |
| 2. Going Global | 10. Finding a Career that is Right for You |
| 3. Digital Media in Advertising | 11. Project: Find Your Dream Job and Figure Out How to Land It |
| 4. Law and Digital Media | 12. Quiz 2: The Future of Digital Media |
| 5. Project: Research and Learn: Law and Digital Media | 13. Project: Special Project |
| 6. Quiz 1: Digital Business | 14. Unit 5 Test |
| 7. Digital Audio and Video | 15. Course Project Part 5: Powering a Digital World |
| 8. The Future of Digital Media | 16. Glossary and Credits |

FUNDAMENTALS OF DIGITAL MEDIA
UNIT 6: COURSE PROJECT, REVIEW, AND EXAM

Assignment Titles

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| 1. Course Project Part 6: Digital media and Sustainability | 2. Review |
| | 3. Exam |