

Digital Media Technology

Course Code: 11151

Rationale Statement: This course is designed to give students the skills necessary to support and enhance their learning about digital medial technology. Topics covered in the course may include Web 2.0, internet research, and copyright laws relating to digital and audio media sites, web publishing such as blogs and wikis, social networking, use of digital imagery, electronic forums, presentation tools, and project planning.

Suggested Grade Level: 9-12

Topics Covered:

- Social Networking sites
- Free Speech on the Internet

Core Technical Standards & Examples:

Indicator #1: Understand digital media technology	
Bloom's Taxonomy Level	Standards and Examples
Understanding	<p>IC1.1 Categorize digital communication</p> <p>Examples:</p> <ul style="list-style-type: none"> • Compare differences in media • Explain media biases
Understanding	<p>IC1.2 Explain unintended consequences of digital media technology</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain the FCC's role in mass media • Predict consequences of media misuse
Indicator #2: Evaluate web-based social networks	
Bloom's Taxonomy Level	Standards and Examples
Evaluating	<p>IC2.1 Examine evolution of social media sites</p> <p>Examples:</p> <ul style="list-style-type: none"> • Distinguish differences in media delivery • Differentiate between different fact finding sites • Critique numerous social media sites
Indicator #3: Evaluate information in the media	

Bloom's Taxonomy Level	Standards and Examples
Evaluating	IC3.1 Evaluate media ownership Examples: <ul style="list-style-type: none"> • Distinguish role of society in media • Differentiate between different tabloid news • Analyze the impact of print and television commercials
Indicator #4: Create various media through projects	
Bloom's Taxonomy Level	Standards and Examples
Creating	IC4.1 Create a commercial for a product Examples: <ul style="list-style-type: none"> • Devise a marketing campaign • Design a print ad for a product • Create a media commercial for that same product • Create a press event for a client/product