

Digital Communications in the 21st Century Syllabus

Course Description/Goals:

This course prepares students to create multimedia content that is relevant and engaging for a wide variety of audiences including campus communications and announcements. Students will design, produce, and create collaborative projects within the career field of Arts & AV Production. Students will gain a foundational understanding of video creation, print media, graphic design and photography while building professional skills that are transferable throughout a wide variety of career fields and industries.

Course TEKS/Objectives:

Digital Communications in the 21st Century will prepare students for the societal demands of increased civic literacy, independent working environments, global awareness, and the mastery of a base set of analysis and communication skills. Students will be expected to design and present an effective product based on well-researched issues in order to thoughtfully propose suggested solutions to authoritative stakeholders. The outcome of the process and product approach is to provide students an authentic platform to demonstrate effective application of multimedia tools within the contexts of global communication and collaborative communities and appropriately share their voices to affect change that concerns their future. The six strands include creativity and innovation; communication and collaboration; research and information fluency; critical thinking; problem solving, and decision making; digital citizenship; and technology operations and concepts.

<https://tea.texas.gov/about-tea/laws-and-rules/sboe-rules-tac/sboe-tac-currently-in-effect/ch130c.pdf>

Course Outline:

Semester 1	Semester 2
<ul style="list-style-type: none">-Inverted Pyramid-Visual Storytelling-File Organization-Interview Techniques & Etiquette-Storyboard & Research-Production: Lighting, Sound-Editing: Transitions-Camera 101: Camera & ATEMS, White Balance, F/Stops and Aperture	<ul style="list-style-type: none">-Culture, Media and Literacy-Social Platforms-Professionalism and Community-Engagement-Promotional Content & Advertising-Video Hosting & Embedding