

Module	Digital Online and Social Media Production
Course code	BACH-DOSM
Credits	10
Allocation of marks	100% continuous assessment

Module aims and objectives

The module is designed to introduce learners to the diverse world of digital media. The module aims to provide learners with the ability to use software and develop an online digital media platform, and be able to apply this learning to produce an online space for sharing high-impact writing and content. Learners are also introduced to the techniques and design principles of modern digital and print production. Learners become familiar with the technology used in the communications industry

Minimum intended module learning outcomes

On successful completion of this module, the learner will be able to:

- (i) Critically assess where online information comes from
- (ii) Use the essential skills of writing for digital platforms
- (iii) Discuss the value of social amplification and what makes content shareable
- (iv) Discuss the social media ecosystem and its importance in media communications
- (v) Maintain a professional digital identity expanded throughout the programme
- (vi) Use their own digital devices and apps in class and independently
- (vii) Competently use a variety of software tools to produce digital and online media projects
- (viii) Competently apply design principles in digital media

Module content, organisation and structure

The content of this module is delivered in two complementary halves running simultaneously.

The first half focuses on the digital and mobile media aspect of the module.

Introduction: introduce the learners to the module and content and raise awareness of their current online activity: comparing the personal to the professional

Where does online information come from? Examining online behaviour, how we read and interact with digital material. Mapping the social media ecosystem and how it pertains to journalism and media communications.

Content structure: critique online content and analyse the various purpose and characteristics of online writing such a parody, hook, mix and contrast.

Developing MyMedia space: Looking at the core principles on readability, accessibility, interactivity and functionality of a content management system.

Introduction to WordPress: Learners examine how to configure WordPress and understand the dashboard. Creating Content with WordPress. Posts vs. Pages, Working with posts and pages and the content editor. Writing taglines, captions, 'about page' statements.

File Management: Managing media files – using images, audio and video; and, Organising Content: Creating categories and tags, hyperlinks, menus, homepage settings

Expanding your site: Using widgets, plugins getting to grips with Search Engine Optimisation

Audience and Analytics: Looking at self-promotion

Guest lecture: industry specialist to give examples of best practice and content development

This second half of the module focuses on learners developing the skills in industry standard graphic design software:

Introduction: Adobe InDesign software.

Technical lectures: concentration on ensuring that learners become proficient using the software.

In-lab exercises: lab-based lectures involving learners gaining practical experience through the completion of progressively more difficult exercises using the software.

Principles of design theory: complementing the module's technical elements, learners are introduced to principles of design theory.

Assessing a design brief: Learners are given instruction on assessing a design brief, and, in following a research and development process in order to fulfil that brief, encouraging learners to cultivate their visual skills