Online Media I

Level 2: Student may have explored previously; first pathway specific course
Pathway(s): Digital Media & Communication

Description
Students demonstrate their understanding of a variety of programs and occupations in online media using digital tools that are widely available in professional media work. Focus is on producing content for online consumer-oriented platforms. Instruction will be paired with hands-on lab experiences in community reporting, both verbal and visual.

Student Learning Outcomes

Career and Postsecondary Opportunities
1) Identify various careers within the online media industry.
   a. Recognize the work typically performed, tools and technology used, and nature of work environments.
   b. Identify potential certifications within the careers.
   c. Find membership organizations associated with the careers.
   d. Understand the necessary education associated within the careers.
   e. Investigate postsecondary opportunities for meeting education requirements for these careers.
2) Identify and practice best practices for safety and security in an online platform.

Online Media Fundamentals
3) Identify digital media and internet-based journalism outlets
   a. Define internet journalism and digital media.
   b. Discuss ethics, best practices, journalistic style requirements and the effects of technology on the media.
      i. Site end user license agreements
      ii. Digital rights management
      iii. Copyright
      iv. infringement
   c. Explore digital media outlets, examples include:
      i. Blogs
      ii. Microblogs
      iii. Podcasts
      iv. Video hosting
      v. Photo hosting stock sites and archiving sites
      vi. Social networking sites
      vii. Online news reporting
      viii. Streaming audio and video
      ix. Survey generation sites
4) Describe staffing structures for online media.
5) Describe how technology effects the profession of journalism
   a. Photography standards
   b. Video Standards
   c. Sound Standards
   d. Streaming Audio/Video standards
   e. Accessibility
6) Use various methods of developing and delivering internet-based media content.
7) Use various styles of journalistic writing
8) Create and use outlets for online journalistic efforts
9) Locate story ideas and primary sources.
10) Publicize journalistic efforts using online tools.
11) Create surveys and use social networks for peer review and critique.
12) Conduct audio and video interviews for the internet.
13) Submit features to online news organizations for peer review.
14) Set up and manage an online publication.