

# 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.