Online Media II

Level 3: Student explored previously; second pathway specific course
Pathway(s): Digital Media & Communication

Description

This course is recommended for students who have completed Online Media I and who want to develop their leadership skills while expanding on various modes of reporting and creating online media for specific audiences and online consumer-oriented platforms. Instruction will be paired with hands-on lab experiences.

Student Learning Outcomes

Career and Postsecondary Opportunities

1) Explore careers within online media professions.
    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) Demonstrate professionalism within the context of reporting
    a. Criticism and evaluation
    b. Presentation
    c. Assessment
3) Adhere to laws, regulations, and ethics significant to the fields of online media.
4) Cultivate a portfolio of professional work.

Continued Study in Online Media

5) Contribute to an online media outlet such as,
    a. Blogs
    b. Microblogs
    c. Podcasts
    d. Video hosting
    e. Photo hosting
    f. Social networking sites
    g. Online news reporting
    h. Streaming audio and video
6) Develop a staffing structure for an online media platform.
7) Evaluate media based on standards.
    a. Photography standards
    b. Video standards
    c. Sound standards

        d. Streaming audio/video standards
        e. Accessibility

8) Further develop and deliver internet-based media content.
9) Expand on use of various styles of journalistic writing.
10) Locate story ideas and primary sources.
11) Publicize journalistic efforts using online tools.
12) Conduct interviews for the internet.
13) Submit features to online news organizations for peer review.
14) Manage an online publication.