



An tSeirbhís Oideachais Leanúnaigh agus Scileanna
Further Education and Training Authority

Module Descriptor **Digital Media**

Award Type: Minor
Award Level: 3
Award Code: 3N0552
Assessment Code: 3N0552-008
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Revision 3.0

Module Descriptor

Purpose: The purpose of this module is to provide learners with the knowledge, skills and competencies to use a range of digital media devices, tools and services to enhance their personal, social and economic wellbeing.

Module Duration: The learning effort required from a typical learner to successfully achieve the stated learning outcomes for the module is **100 (one hundred)** hours

Learning Outcomes: By the end of this module, the learner will be able to:

1. Operate the basic functions of mobile phones or smart phones
2. Identify uses of digital media devices in work-related tasks
3. Operate the basic functions of a digital stills camera
4. Operate the basic functions of a digital video camera
5. Operate the basic functions of an audio recorder
6. Operate the basic functions of a music player
7. Use available software tools to manage and organise digital media
8. Maintain digital media equipment in good working order
9. Demonstrate knowledge of security and safety considerations applicable to digital media
10. Demonstrate knowledge of data protection guidelines and how to comply with copyright law
11. Demonstrate safe and responsible digital media communication
12. Demonstrate how digital media is shared using the internet
13. Illustrate your concept of social networking
14. Develop an online social networking profile that incorporates text, digital images, video and audio

Unit 1 Mobile Phone and Smart Phones

At the end of this unit, the learner will be able to:

- 1.1 Demonstrate the use of mobile phones or smart phones to include making and receiving calls, and text messages
- 1.2 Access media capture options on mobile phones or smart phones and share captured video, photo, and audio data
- 1.3 Set up security features on mobile phones or smart phones ie. passwords for phone access, pin codes and access to voicemail
- 1.4 Identify potential uses for mobile phones or smart phones in their vocational/occupational area of training

Key Learning Points

Learning Outcome 1.1:
Demonstrate in the use of mobile phones or smart phones to include making and receiving calls, and text messages
Key Learning Points
<ul style="list-style-type: none">• Dialing procedures including area codes, to make and receive a call• Receiving a text, sending a text, forwarding a text, forwarding business card• Setting up and accessing voice message service

Learning Outcome 1.2:
Access media capture options on mobile phones or smart phones and share captured video, photo, audio
Key Learning Points
<ul style="list-style-type: none">• Recording and saving photographs• Recording and saving videos• Sharing media using any one of following: MMS, Bluetooth, Infrared, Wi-Fi, storage cards, connection cable• Uploading media online using mobile phone internet connection

Learning Outcome 1.3:
Set up security features on mobile phones or smart phones ie. passwords for phone access, pin codes and access to voicemail
Key Learning Points
<ul style="list-style-type: none">• Setting up password protection to access mobile phone or device• Setting up password protection to access voice message service

Learning Outcome 1.4:

Identify potential uses for mobile phones or smart phones in their vocational/occupational area of training

Key Learning Points

- Identifying how a mobile phone can be used to support learning activities and vocational objectives
- Documenting the experience of using a mobile phone or device for these activities
- Using a mobile phone or device to record, save and share media content for a project that is motivated by either the personal interests of the Learner or their vocational/occupational area of training

Unit 2 Using a Digital Camera

At the end of this unit, the learner will be able to:

- 2.1 Operate record and playback functions of a digital stills camera, including applying appropriate settings, to capture and save digital images that can be used for personal or vocational purposes
- 2.2 Transfer and save images from a camera to a computer
- 2.3 Identify applications of digital stills camera and digital images for personal use and/or for use in vocational contexts
- 2.4 Maintain camera and store photographic equipment and media safely, in an appropriate location

Learning Outcome 2.1:

Operate record and playback functions of a digital stills camera, including appropriate settings, to capture and save digital images that can be used for personal or vocational purposes

Key Learning Points

- Understanding of automatic shoot functions
- Navigating camera menus to set flash and picture quality appropriately
- Framing shots correctly on screen and taking photos with camera
- Reviewing image on camera screen in playback mode.
- Erasing unwanted images

Learning Outcome 2.2:

Transfer and save images from a camera to a computer

Key Learning Points

- Connecting camera to computer via USB interface

- Transferring images from camera to computer
- Saving images in appropriate location on computer
- Viewing images on computer using appropriate software

Learning Outcome 2.3:

Identify applications of digital stills camera and digital images for personal use and/or for use in vocational contexts

Key Learning Points

- Identifying how a digital camera can be used to support learning activities and vocational objectives
- Documenting the experience of using a digital camera and digital images
- Using a digital camera to record, save and share digital images for a project that is motivated by either the personal interests of the Learner or their vocational/occupational area of training

Learning Outcome 2.4:

Maintain camera and store photographic equipment safely, and save media in an appropriate location

Key Learning Points

- Cleaning and care for a digital camera correctly
- Safety precautions for use of digital stills camera including useful accessories and equipment
- Identifying appropriate, secure ways to store media data

Unit 3 Using a Digital Video Camera

At the end of this unit, the learner will be able to:

- 3.1 Operate the record and playback functions of a digital video camera, including applying appropriate settings, to capture and save digital video that can be used for personal or vocational purposes
- 3.2 Transfer and save digital video footage from a camera to a computer
- 3.3 Identify applications of digital video for personal use and/or for use in vocational contexts.
- 3.4 Maintain and store digital video camera, equipment and media safely

Learning Outcome 3.1:

Operate the record and playback functions of a digital video camera, including appropriate settings, to capture and save digital video that can be used for personal or vocational purposes

Key Learning Points

- Understanding of manual and automatic shoot functions
- Navigating menus to set white balance and picture quality
- Framing shots correctly through a viewfinder and recording footage with a digital video camera
- Reviewing footage on digital video camera screen in playback mode

Learning Outcome 3.2:

Transfer and save digital video footage from a camera to a computer

Key Learning Points

- Connecting a digital video camera to computer via USB interface
- Saving digital video footage in appropriate location on computer
- Viewing digital video on computer using appropriate software
- Setting up and maintaining a personal social networking site of the experience of using a digital video camera and recording digital video footage

Learning Outcome 3.3:

Identify applications of digital video for personal use and/or for use in vocational contexts

Key Learning Points

- Identifying how a digital video camera can be used to support learning activities and vocational objectives
- Using a digital video camera to record, save and share digital video footage for a project that is motivated by either the personal interests of the Learner or their vocational/occupational area of training

Learning Outcome 3.4:

Maintain digital video camera and store digital video equipment safely, and save media correctly

Key Learning Points

- Identifying safety precautions for use of video camera including useful accessories and equipment
- Providing appropriate, secure ways to store media data
- Cleaning and caring for video camera correctly

Unit 4 Using Digital Audio

At the end of this unit, the learner will be able to:

- 4.1 Record digital audio with a microphone on a digital audio recording device, digital stills camera, or a digital video camera
- 4.2 Transfer and save digital audio material from a recorder / digital stills camera / video camera to a computer
- 4.3 Identify applications of digital audio for personal use and/or for use in vocational contexts.
- 4.4 Maintain and store digital audio recording device, digital stills camera, or digital video camera and microphone correctly and save recordings correctly

Learning Outcome 4.1

Record digital audio with a microphone on a digital audio recording device, digital stills camera, or a digital video camera

Key Learning Points

- Connecting a microphone to a digital audio recording device, or other digital media device
- Handling a microphone appropriately and record audio
- Listening back to audio recordings on a digital audio recording device, or other digital media device

Learning Outcome 4.2

Transfer and save digital audio material from a recorder / digital stills camera / video camera to a computer

Key Learning Points

- Connecting a digital audio recording device, or other digital media device to computer via USB interface
- Saving digital audio recordings in appropriate location on computer
- Playing back digital audio recordings on computer using appropriate software

Learning Outcome 4.3

Identify applications of digital audio for personal use and/or for use in vocational contexts

Key Learning Points

- Identifying how digital audio recordings can be used to support learning activities and vocational objectives
- Setting up and maintaining a personal Blog of the experience of making digital

audio recordings

- Using a digital audio recording device, or other digital media device, to record, save and share digital audio recordings for a project that is motivated by either the personal interests of the Learner or their vocational/occupational area of training
- Cleaning and caring for a digital audio recording device correctly

Learning Outcome 4.4

Maintain and store digital audio recording device, digital stills camera, or digital video camera and microphone correctly and save recordings correctly

Key Learning Points

- Identifying safety precautions for use of a digital audio recording device, including useful accessories and equipment e.g. padded carry-case
- Providing appropriate, secure ways to store media data

Unit 5 Using Digital Music & Digital Music Players

At the end of this unit, the learner will be able to:

- 5.1 Use all the basic functions of digital music player
- 5.2 Connect a digital music player to a computer and transfer audio files from one to the other
- 5.3 Identify applications of audio for personal use and/or vocational contexts
- 5.4 Set up and maintain audio device and store correctly

Learning Outcome 5.1

Identify access, organise, play and navigate functions of digital music player

Key Learning Points

- Turning on a digital music player
- Connecting headphones to a digital music player
- Navigating the interface and menu of a digital music player

Learning Outcome 5.2

Connect a digital music player to a computer and transfer audio files from one to the other

Key Learning Points

- Connecting a digital music player to computer via USB interface
- Importing /Copying audio/music onto digital audio player
- Converting audio into more than one file format
- Organising audio files with correct metadata (dates, format etc)

- Creating and saving playlist on a music device
- Downloading and saving album cover
- Categorising music by setting preferences with reference to artist names and song titles

Learning Outcome 5.3

Identify applications of audio for personal use and/or vocational contexts

Key Learning Points

- Identifying how a digital music player can be used to support learning activities and vocational objectives
- Setting up and maintaining a social networking profile detailing the experience of using a digital music player
- Using a digital music player to play, save and share digital audio recordings for a project that is motivated by either the personal interests of the Learner or their vocational/occupational area of training
- Cleaning and caring for a digital music player correctly

Learning Outcome 5.4:

Set up and maintain audio device and store correctly

Key Learning Points

- Identifying safety precautions for use of a digital music player, including useful accessories and equipment
- Providing appropriate, secure ways to back-up and store digital music

Unit 6 Security & Copyright

At the end of this unit, the learner will be able to:

- 6.1 Identify potential risks and safeguards in use of digital media such as computer virus and protection of data
- 6.2 Demonstrate compliance with key points of copyright law.
- 6.3 Interpret requirements for responsible communication using digital media on the internet

Learning Outcome 6.1:

Identify potential risks and safeguards in use of digital media such as computer virus and protection of data

Key Learning Points

- Knowledge of virus protection software and how to install, monitor and maintain it
- Good practice in saving data procedure and backup of material

- Setting up passwords to protect data on all applications and online platforms
- Awareness of how all internet content is monitored and logged, including searches

Learning Outcome 6.2:

Demonstrate compliance with copyright law

Key Learning Points

- reasons why data should be protected
- Location of information on copyright law
- Understanding and complying with copyright law

Learning Outcome 6.3:

Interpret requirements for responsible communication using digital media on the internet

Key Learning Points

- Practicing internet safety consciousness in all online activities
- Practicing confidentiality in the workplace
- examples of illegal or unsafe internet activity and the risks this may have for a Learner and his/her reputation
- Adapting privacy settings on a social networking site to personal preference or professional requirement
- Describing what would be inappropriate digital media content on a social networking site
- Moderate content on own webpages/sites

Unit 7 Internet and Online Social Networking

At the end of this unit, the learner will be able to:

- 7.1 Identify how the internet can be used for communication through text, sound and images
- 7.2 Illustrate the concept of online social networking and its potential impact on digital communication
- 7.3 Demonstrate application of digital media skills in the development of a social networking site
- 7.4 Publish outcomes to an online Social Networking platform that incorporates text, photography, video, and audio

Learning Outcome 7.1

Identify how the internet can be used for communication through text, sound and images

Key Learning Points

- Demonstrating how information can be found on the internet using appropriate search technology
- Listing a limited number of formats this information can take
- Downloading and saving information on a variety of digital media devices appropriate to the specific format
- Setting up an email account and sharing this information with a correspondent

Learning Outcome 7.2

Illustrate the concept of online social networking and describe its potential impact on digital communication

Key Learning Points

- Concept of online social networking through examples online
- Benefits of online social networking relevant to the personal interests of the Learner or their vocational/occupational area of training

Learning Outcome 7.3

Demonstrate application of digital skills in the development of a social networking site

Key Learning Points

- Application form for social networking site including username and password
- Composing a profile on a social networking site relevant to ones own personal interests or vocational/occupational area of training
- Customising profile pages and adapt privacy settings
- Setting up and link a secondary communication tool e.g. Twitter
- Sharing links and information using text in tools such as tweet, blog, posting, messaging etc
- Embedding links to relevant learner-generated media

Learning Outcome 7.4

Publish outcomes to an online Social Networking platform that incorporates media including text, photography, video, and audio

Key Learning Points

- Organising all media with correct titles and dates for easy access and assessment
- Backing up all media on disc/hard drive
- Choosing best examples of media and uploading to online social networking site
- Inviting selected members of public to view media on the online social networking site
- Printing stills (screengrabs) from the online social networking and storing in assessment folder

Assessment Specification

Award Title	Digital Media
Award Type	Minor
Assessment Code	3N0552-008
Credit Value :	10
Award Code:	3N0552

Assessment Type	Assessment Details	Weighting	Stage at which assessment takes place
PO	E1: Digital Media Technology in Everyday Life E2: Digital Media Storage Safety and Security E3: Digital Data Protection and Copyright Awareness E4: Create Music Playlist on a Digital Music Device E5: Social Networking	60%	As topic covered in class over the course of the module
SD	SD1: Operating a Mobile Phone Development of a Social Networking Profile	40%	End of Module

PO = Portfolio

SD = Skills Demonstration

Suggested Learning Methodologies

- Skills Demonstration
- Online exercises, activities and logs
- Role Play
- Discussion
- Presentation
- Storyboard
- Shot Lists
- Script
- Journaling
- Digital Video, Digital Audio and Digital Image Documentation
- Simulated training environment
- Peer Mentorship
- Skills Exchange
- Knowledge Sharing

Specific Module Requirements

- Computer with internet access
- Inbuilt computer camera or webcam
- Moderate – high speed reliable Broadband connection
- Mobile phone/device
- Digital Stills Camera
- Digital Audio Recorder
- Digital Music Player
- Digital Video Camera
- Associated cables and installation discs/files for devices listed above

Suggested Learning Resources

Learners will be provided with a manual for each unit of learning. The tutor will use the corresponding Tutor Guide for each unit in conjunction with the manual.

Each learner will set up and maintain a Learning Folder where they will store

- Learner journal
- Research materials
- Instructional materials
- Evidence of developing digital media skills
- Documentation of project work

Learner journal

The learner will present an account of course content and learning gained from each class. The learner can choose to create a video journal. This will be saved into the learner's folder with correct date and title. At intervals, learners may be invited to transcribe significant verbal comments/discussions for submission with assessment material.

Research materials

This folder will catalogue research materials found online by the learner e.g. web articles, examples of social networking sites, digital media tools manuals/handouts etc. This can be referred to by the learner for development of skills in areas of interest.

Instructional materials

Instructions, tutorials and tips provided by the tutor will be compiled stored in this folder and referred to throughout the course by the learner. Learners may also be directed in activities to create their own instructional materials on video. This will facilitate peer mentoring, age/need appropriate content, innovation, team work and shared ownership over production processes.

These instructional materials will demonstrate techniques and tips for use of digital media devices used, possibly including, but not limited to:

- Computer with internet access
- Inbuilt computer camera or webcam
- Moderate – high speed reliable Broadband connection
- Mobile phone/device
- Digital Stills Camera
- Digital Audio Recorder
- Digital Music Player
- Digital Video Camera
- Associated cables and installation discs/files for devices listed above

Evidence of Developing Digital Media Skills

Examples of evidence for storage in this folder will consist of media produced during course activities and exercises. It may possibly include but not be limited to photographs, audio clips, playlists and video footage. There will be a short explanatory note with each item.

This evidence will contribute to the collection of work and provide learner-generated content to use in exercises such as developing a social networking site etc.

Update and maintenance of the learning folder will be supervised by the tutor and should be assessed at regular intervals to reinforce learning and support continuous self-assessment by the learner.

Generic Skills

Each learner will develop the following skills on completion of the course content:

- Teamwork
- Media Literacy
- Digital Media Awareness/Research Skills
- Literacy, Numeracy
- Communications Literacy
- Time Management

Generic Skill: Teamwork

The tutor will facilitate ice-breakers and warm-ups for learners which will promote interaction. Exercises in communication between learners should be implemented to demonstrate the potential of digital media and develop inter-personal skills in both real interactions and on virtual platforms.

In order to produce good quality digital media, learners will be required to work in teams, as a crew, to create photographic, audio and video material. Supporting one another and collaborating in the creation of instructional material will encourage peer mentorship.

Accomplishment of training tasks will facilitate teamwork in the pursuit of shared objectives from the planning, development and implementation stages. Communication between learners via the tools on social networking sites will compound social skills. Development and use of these sites will provide opportunity for sharing interests, objectives and exchanging information.

Generic Skill: Media Literacy

Learners will develop aptitudes in media literacy which will include:

- Awareness of copyright, broadcasting governance
- Ownership: mainstream media, independent media, public service broadcasting, community broadcasting, individual publishing
- Representation: ethical practice and propaganda, censorship and bias in media
- Interpretation and critical analysis of information formats
- Evaluation of information delivery modes including accessibility, innovation etc
- Consumption and Production, DIY culture,

Generic Skill: Digital Media Awareness/Research Skills

As part of their 'research materials folder', learners will be encouraged to compile web articles and photographs from the internet on legislation and procedures regarding use of digital media and online fora and how these can be practically applied to projects and sites using digital media.

Learners will include in their Learning Folders examples of various customised social networking sites e.g. Facebook, e-Blogger, Bebo, Linkedn.

Generic Skills: Literacy, Numeracy

Learners will develop aptitudes in media literacy which supports traditional literacy and numeracy skills e.g.

- Setting up accounts involving usernames, passwords etc will enable development of memory and information processing
- Using digital media devices and internet browsers will develop new vocabulary and spelling. The learner can refer to and update glossary of terms.
- Accessing manuals, instructional booklets and web articles will develop reading skills
- Reviewing services, tools and content will develop skills in critical analysis
- Blogging will support writing, layout and composition of text
- Photoblogging will support visual expression and sequencing skills

Generic Skill: Communications Literacy

There is the potential on this course for learners to explore various forms of communication including:

Non-Technological:

- Verbal discussion
- Brainstorming, Planning
- Storyboarding
- Scripting
- Visual/Oral presentation

Technological:

- Telecommunications
- Instant Messaging
- Emailing
- Tweeting
- Online social networking tools

Generic Skills: Time Management

- Task-orientated activities will enable development of time management and experience of working to deadlines.
- Familiarity with device capacities, planning timetables (e.g. on song lists), and memory quantities will enable awareness of working within limitations and a general appreciation of best use of resources including time.
- A time log will be prepared and maintained by learners so they can reflect on how their own time is spent.

Recommended by: _____
Manager Training Policy Development and Support

Approved by: _____
Director Training Policy Development and Support