Western Technical College

10206119 Digital Media Application

Course Outcome Summary

Course Information

Description	This course will provide opportunities to fine tune production skills in a "real world" working environment. A large part of this course is community engagement based, where students will work both individually and in production teams, with real clients (local non-profit organizations), to address specific media and communication needs. They are expected to create professional quality video and media products, while assuming responsibility for client meetings, all media production and post-production (including crew assignments), as well as proper and timely media delivery. The transition from school to doing what you love starts here.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Pre/Corequisites

Prerequisite   10701110 Advanced Video Production

Textbooks

No textbook required.

Success Abilities

1.   Cultivate Passion: Enhance Personal Connections

2.   Refine Professionalism: Improve Critical Thinking

3.   Refine Professionalism: Participate Collaboratively

4.   Refine Professionalism: Practice Effective Communication

Experiential Learning

1. Community Based Learning Project: a key learning outcome of this course is to connect academic learning and civic development while simultaneously addressing a community partner's needs, interests, or problems.

2. Work-Based Learning: this course applies your learning to your desired profession by working in industry placements such as internships, practicums, clinicals, or co-ops.

Program Outcomes

1. Apply the principles of design and storytelling to develop media products and services.

2. Demonstrate proficiency in the use of media software, tools, and technology.

3. Implement creative solutions from concept through completion.

4. Communicate creative rationale in formal and informal settings.

5. Implement project management skills to meet customer and market demands.

6. Apply effective and ethical business practices.

Course Competencies

1. Explore human relations principles.

Assessment Strategies
1.1. Project

Criteria

You will know you are successful when
1.1. you establish the foundation for a long-term relationship with the client.
1.2. you demonstrate effective listening and verbal communication skills with client.
1.3. you actively seek feedback from client on project progress and outcomes.

Learning Objectives
1.a. Build rapport with industry professionals, peers, and community members.
1.b. Enhancing relationships through feedback from clients.
1.c. Develop communication skills.
1.d. Apply listening skills: attentiveness, open-mindedness, visualization, asking clarifying questions, etc.

2. Participate as a member of a production team.

Assessment Strategies
2.1. Project

Criteria

You will know you are successful when
2.1. you complete the task(s) assigned to you.
2.2. you meet deadlines.
2.3. you collaborate with team to determine outcomes.
2.4. you work within a client's timeline.

Learning Objectives
2.a. Collaborate with other team members on production projects.
2.b. Identify specific role and responsibility on the team.
2.c. Apply troubleshooting and problem solving skills.
2.d. Examine benefits and challenges of working in groups.
2.e. Identify when team consensus is needed and when an individual needs to make a decision.

3. Justify equipment, techniques, and software used to complete media projects.

Assessment Strategies
3.1. Project

Criteria

You will know you are successful when

3.1.   you identify the most appropriate equipment and media to use based on project goals.
3.2.   you create a proposal that outlines the equipment, media, and software for the project.
3.3.   you persuade others based on knowledge and research.
3.4.   you modify proposal based on feedback, budget, or other constraints.

Learning Objectives

3.a.   Research emerging technology that may be applicable to the project.
3.b.   Determine equipment needs and costs related to the project.
3.c.   Identify media needs for the project.
3.d.   Create a proposal that incorporates the equipment, media, and software needed.

4.   Manage video production projects.

Assessment Strategies

4.1.   Project

Criteria

You will know you are successful when

4.1.   you facilitate that pre-production meeting.
4.2.   you create product based on project goals.
4.3.   you maintain files with a file structure.
4.4.   you meet deadlines.
4.5.   you confer with clients regularly.
4.6.   you facilitate the post production meeting.

Learning Objectives

4.a.   Facilitate a pre-production meeting.
4.b.   Apply file engagement structure to maintain organization.
4.c.   Establish communication protocols with team.
4.d.   Facilitate a post production meeting.

5.   Demonstrate professionalism.

Assessment Strategies

5.1.   Project

Criteria

You will know you are successful when

5.1.   you follow through on responsibilities related to project completion.
5.2.   you comply with copyright laws.
5.3.   you treat clients with honesty, fairness, and dignity.
5.4.   you represent self and Western in a professional manner.
5.5.   you demonstrate flexibility when working with clients.

Learning Objectives

5.a.   Demonstrate professional communication by using correct grammar, spelling, and punctuation.
5.b.   Apply the values of honesty, fairness, equality, dignity, diversity and individual rights while working with others.
5.c.   Resolve conflicts when personal values (ethics) differ from business values (ethics).
5.d.   Identify the difference between "ethics", "morals", and "values".
5.e.   Review copyright and plagiarism laws and regulations prior to project launch.

6.   Identify appropriate file preparation for targeted distribution.

Assessment Strategies

6.1.   Project

Criteria

You will know you are successful when

6.1.   you determine proper file types for final outputs.
6.2.   you resize a video to required size(s).
6.3.   you upload the file to the proper destination.
6.4.   you ensure compatibility with selected platforms.

Learning Objectives

6.a.   Resize projects for different media platforms.
6.b.   Adapt file to multiple platforms and/or audiences.
6.c.   Use export menus to adjust file format settings.
6.d.   Upload files to a variety of platforms.

7. Maintain brand continuity.

Assessment Strategies

7.1.   Project

Criteria

You will know you are successful when

7.1.   you create a personal brand guide.
7.2.   you create a professional brand guide based on the client with whom you are working.
7.3.   you develop the project so that it conforms to the brand.
7.4.   you adjust product as needed to maintain brand.

Learning Objectives

7.a.   Develop a personal brand.
7.b.   Create branding guides for personal and professional use (colors, logos, fonts, etc.)
7.c.   Work with client to determine brand standards.
7.d.   Verify work is within the brand standard (color, visual appearance, logos, etc).
7.e.   Adjust project based on client feedback based on brand standard.

8. Assess the personal and external value of community involvement through media projects.

Assessment Strategies

8.1.   Project
8.2.   Reflection

Criteria

You will know you are successful when

8.1.   you summarize the service learning / community project you were involved in.
8.2.   you describe the importance of using instructor/client feedback.
8.3.   you describe strengths of the project along with obstacles you had to overcome.
8.4.   you explain how you have grown as a Media Production Specialist as a result of this project.

Learning Objectives

8.a.   Reflect on client based experiences.
8.b.   Identify value of project to the client.
8.c.   Identify value to self as a result of the project.