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Bord Oideachais agus
Oiliúna Chorcaí

*Cork Education and
Training Board*

Cork Education and Training Board

Programme Module for

Digital Media Technology

leading to

Level 4 FETAC

Digital Media Technology

4N1858

Introduction

This programme module may be delivered as a standalone module leading to certification in a FETAC minor award. It may also be delivered as part of an overall validated programme leading to a Level 4 FETAC Certificate.

The teacher/tutor should familiarise themselves with the information contained in Cork Education and Training Board's programme descriptor for the relevant validated programme prior to delivering this programme module.

The programme module is structured as follows:

1. Title of Programme Module
2. FETAC Component Title and Code
3. Duration in hours
4. Credit Value of FETAC Component
5. Status
6. Special Requirements
7. Aim of the Programme Module
8. Objectives of the Programme Module
9. Learning Outcomes
10. Indicative Content
11. Assessment <ul style="list-style-type: none">a. Assessment Technique(s)b. Mapping of Learning Outcomes to Assessment Technique(s)c. Guidelines for Assessment Activities
12. Grading
13. Learner Marking Sheet(s), including Assessment Criteria

Integrated Delivery and Assessment

The teacher/tutor is encouraged to integrate the delivery of content where an overlap between content of this programme module and one or more other programme modules is identified. This programme module will facilitate the learner to develop language, literacy and numeracy skills relevant to the themes and content of the module.

Likewise the teacher/tutor is encouraged to integrate assessment where there is an opportunity to facilitate a learner to produce one piece of assessment evidence which demonstrates the learning outcomes from more than one programme module. The integration of the delivery and assessment of level 4 Communications and level 4 Mathematics modules with that of other level 4 modules is specifically encouraged.

Structured communication and teamwork is encouraged between the teacher/tutor delivering this programme module and the language, literacy, numeracy and learning support teacher/tutor, as appropriate, to facilitate the learner in completing the programme module and achieving certification in the award.

Indicative Content

The indicative content in Section 10 does not cover all teaching possibilities. The teacher/tutor is encouraged to be creative in devising and implementing other approaches, as appropriate. The use of examples is there to provide suggestions. The teacher/tutor is free to use other examples, as appropriate. The indicative content ensures all learning outcomes are addressed but it may not follow the same sequence as that in which the learning outcomes are listed in Section 9. It is the teacher's/tutor's responsibility to ensure that all learning outcomes are included in the delivery of this programme module.

1. Title of Programme Module Digital Media Technology
2. Component Name and Code Digital Media Technology 4N1858
3. Duration in Hours 100 hours (typical learner effort, to include both directed and self directed learning)
4. Credit Value 10 credits
5. Status This programme module may be compulsory or optional within the context of the validated programme. Please refer to the relevant programme descriptor, Section 9 Programme Structure
6. Special Requirements None
7. Aim of the Programme Module This programme module aims to equip the learner with the knowledge, skill and competence to use a range of digital media technologies in a supervised environment, and to understand their uses in an organisational context. It also aims enable progression for students to further education, training or supervised employment.
8. Objectives of the Programme Module <ul style="list-style-type: none">• To understand and demonstrate skill in the use of digital media devices in daily life and in a business setting.• To provide the learner with a good working knowledge of the use of social networking websites for business purposes.• To facilitate the learner in developing a business page on a social networking website.• To provide the learner with skills to successfully operate digital media devices in order to create digital media content (digital video and audio, social media applications and/or mobile technologies)• To assist the learner to develop the language, literacy and numeracy skills related to Digital Media Technology through the medium of the module themes and content• To enable the learner to take responsibility for his/her own learning.

9. Learning Outcomes of Level 4 Digital Media Technology 4N1858

Learners will be able to:

1. Describe a range of current digital media technologies and their application in daily life and in an organisational context
2. Explain the role of digital media technology in a range of organisations
3. Describe the evolution of digital media technology and the impact it has on the business environment
4. Outline the pre-production, production and post-production stages involved in the creation of digital media content
5. Explain how a range of digital media technologies meet the technology requirements of a variety of familiar organisations
6. Explain the role of digital media technologies in the creation of an online identity
7. Use a range of current digital media technologies and applications to include digital video and audio, social media applications and mobile technologies to create digital media content
8. Set up a business page on a social networking website including using available tools to promote the business and monitor activity
9. Maintain digital media channels by uploading and updating content to include audio, video and text
10. Apply the legal requirements of digital media technology usage to include copyright law, workplace policies, privacy legislation and other applicable legislation
11. Create digital media content to meet an organisation's requirements.

10. Indicative Content

This section provides suggestions for programme content but is not intended to be prescriptive. The programme module can be delivered through classroom based learning activities, group discussions, one-to-one tutorials, field trips, case studies, role play and other suitable activities, as appropriate.

Section 1 : Portfolio/Collection of Work: Digital Media Technology in an Organisational Context

In order to achieve Learning Outcome 1, facilitate the learner to:

- Explore the functions and applications of a range of digital media, such as
 - Mobile phones (also smart phones/android phones)
 - Computers and the internet
 - Digital camera and video devices
 - E-readers
 - Computer games
 - Digital music devices (e.g. iPod)
- Examine and outline the differences between the usage of these media in daily life and in an organisational/business context, making reference to social networking, personal communications, business communications, online marketing and customer relations, etc.

In order to achieve Learning Outcome 2, facilitate the learner to:

- Examine the role of digital media technology in a range of organisations, by researching ways in which certain organisations make use of these media to promote, communicate, and/or market their message digitally. These organisations could be case studies set out by the tutor, for example
 - A local school
 - A national agency
 - An international business

In order to achieve Learning Outcome 3, facilitate the learner to:

- Facilitate the learner to research and outline the evolution of digital media technology and the impact it has on the business environment. The tutor could assist the learners in researching digital media evolution on the internet, and set the task of using a case study (as above) to track the impact digital media technology has had on a particular organisation.

In order to achieve Learning Outcomes 5 and 6, facilitate the learner to:

- Explore the concept of an online identity, both for an individual or an organisation. Examine considerations such as:
 - Purpose
 - Target audience
 - Privacy and security
 - Message conveyed

and outline the role digital media have in these factors of the identity.

In order to achieve Learning Outcomes 4 and 5, facilitate the learner to:

- Define and outline the pre-production, production and post-production stages involved in the creation of digital media content, for example
 - A video for a website
 - Pre-production: Considering the target audience and message to be conveyed; storyboarding; preparing equipment.
 - Production: Proper and safe usage of equipment such as the video camera; appropriate content; good quality video.
 - Post-production: Editing the film; saving the file in the appropriate format; uploading the video to the assigned website.

Section 2: Project: Set Up and Maintain a Business Page on a Social Network

In order to achieve Learning Outcome 5, facilitate the learner to:

- Explore with the learner how digital media technology such as mobile phones, digital cameras, computers and the internet can provide vital technology solutions to organisations such as:
 - Local Businesses
 - Schools
 - Large International Companies
 - Charities etc.

In order to achieve Learning Outcomes 7 and 8, facilitate the learner to:

- Understand the basic set up of a business page on a social networking site such as Facebook or LinkedIn, to include:
 - Picking a suitable page name and unique, memorable URL in order to promote the page easily
 - Customising the page look and feel to compliment the business identity
 - Completing information about the business in the relevant areas of the page such as address, opening hours and contact details.

In order to achieve Learning Outcome 8, facilitate the learner to:

- Create a business page based on a business of their choice, or one chosen for them, either real or fictional.

In order to achieve Learning Outcome 9, facilitate the learner to:

- Explore how interaction social networking pages can promote a variety of interaction types, and how to keep track of customer queries and other activity to include:
 - Inviting customers/potential customers to interact with social networking pages and in turn promote it among their contacts.
 - Promoting pages directly through other channels such as a complimentary YouTube page or Twitter account.
 - Setting up email or SMS alerts to keep track of interactions

In order to achieve Learning Outcome 9, facilitate the learner to:

- Understand the importance of maintaining the page in order to promote continuing interaction from customers and interested parties.
- Examine how this can be done through:
 - Uploading fresh digital media content on a regular basis
 - Responding to comments and queries quickly
 - Ensuring that vital information such as contact details are up to date
- Promote and update their page on an ongoing basis over a period to be defined by the tutor.

In order to achieve Learning Outcome 11, facilitate the learner to:

- Identify which digital media formats could help meet the business' promotional requirements such as:
 - A video of a product demonstration
 - Photos of work completed
 - A sound clip with a testimonial from a satisfied customer
 - A list of services and costs, etc.

In order to achieve Learning Outcomes 7 and 11, facilitate the learner to:

- Upload the digital media content they have created to their business page in order to promote the business through digital channels.

In order to achieve Learning Outcome 10, facilitate the learner to:

- Explore the implications and application of current legislation relating to the use of digital media. This to include:
 - The use of digital media content in the public domain rather than copyrighted materials, for example avoiding the use of copyrighted music
 - The writing of a disclaimer or privacy policy should they intend to track or gather any information on visitors to their page
- Examine social media policies, including the tone of voice used when responding to customers and queries, how quickly they should respond and when to delete or edit comments made publicly on their page.

Section 3: Skills Demonstration: Creating and Maintaining Digital Media Content

Facilitate the learner to:

- Create at least 2 types of digital media content and publish that content to social networks and/or a blog.
- Demonstrate an understanding of the requirements for the digital media content and follow the pre-production, production and post-production stage.
- Publish content on relevant social networks or a blog, and promote the content further and encourage interaction with it from customers/interested parties.

- Examples of the digital media content the learner could create include:
 - A product demonstration video
 - A virtual tour of a production facility
 - A sound clip of a customer testimonial
 - A blog article written to promote an organisation or event
 - A series of photos showing the progression of a professional project
 - A radio advert or podcast promoting an organisation
 - A downloadable eBook which compliments an organisation's key aim or service area
 - A series of photos from a relevant event, run by or sponsored by a specific organisation

11. Assessment**11a. Assessment Techniques**

Project	40%
Portfolio/Collection of work	20%
Skills Demonstration	40%

11b. Mapping of Learning Outcomes to Assessment Techniques

In order to ensure that the learner is facilitated to demonstrate the achievement of all learning outcomes from the component specification; each learning outcome is mapped to an assessment technique(s). This mapping should not restrict an assessor from taking an integrated approach to assessment.

Learning Outcome	Assessment Technique
1. Describe a range of current digital media technologies and their application in daily life and in an organisational context	Portfolio/Collection of Work
2. Explain the role of digital media technology in a range of organisations	Portfolio/Collection of Work
3. Describe the evolution of digital media technology and the impact it has on the business environment	Portfolio/Collection of Work
4. Outline the pre-production, production and post-production stages involved in the creation of digital media content	Portfolio/Collection of Work, and Skills Demonstration
5. Explain how a range of digital media technologies meet the technology requirements of a variety of familiar organisations	Project
6. Explain the role of digital media technologies in the creation of an online identity	Portfolio/Collection of Work
7. Use a range of current digital media technologies and applications to include digital video and audio, social media applications and mobile technologies to create digital media content	Skills Demonstration
8. Set up a business page on a social networking website including using available tools to promote the business and monitor activity	Project
9. Maintain digital media channels by uploading and updating content to include audio, video and text	Project
10. Apply the legal requirements of digital media technology usage to include copyright law, workplace policies, privacy legislation and other applicable legislation	Project
11. Create digital media content to meet an organisation's requirements	Project

11c. Guidelines for Assessment Activities

The assessor is required to devise assessment briefs and marking schemes for the project, portfolio/collection of work and skills demonstration for this programme. In devising the assessment briefs, care should be taken to ensure that the learner is given the opportunity to show evidence of achievement of ALL the learning outcomes. Assessment briefs may be designed to allow the learner to make use of a wide range of media in presenting assessment evidence, as appropriate. Quality assured procedures must be in place to ensure the reliability of learner evidence.

Portfolio/Collection of Work	20%
The portfolio/collection of work may be produced throughout the duration of this programme.	
Evidence for this assessment technique may take the form of written, oral, graphic, audio, visual or digital evidence, or any combination of these. Any audio, video or digital evidence must be provided in a suitable format. All instructions for the learner must be clearly outlined in an assessment brief.	
<ol style="list-style-type: none"> 1. Describe a range of current digital media technologies and their application in daily life and in an organisational context 2. Explain the role of digital media technology in a range of organisations 3. Describe the evolution of digital media technology and the impact it has on the business environment 4. Outline the pre-production, production and post-production stages involved in the creation of digital media content 6. Explain the role of digital media technologies in the creation of an online identity 	
Learning Outcomes 1-4 and 6 above could be assessed in the form of a written assignments or project style assignments to be included in the portfolio/collection of work. The learner could document digital media devices and technologies, and their applications in daily life and an organisational context in the format of visual display projects, and document and present the other information required as written pieces or posters.	

Project	40%
The project may be produced throughout the duration of this programme module.	
Evidence for this assessment technique may take the form of written, oral, graphic, audio, visual or digital evidence, or any combination of these. Any audio, video or digital evidence must be provided in a suitable format. All instructions for the learner must be clearly outlined by the assessor/tutor, in a project brief.	
<ol style="list-style-type: none"> 5. Explain how a range of digital media technologies meet the technology requirements of a variety of familiar organisations 8. Set up a business page on a social networking website including using available tools to promote the business and monitor activity 	

9. Maintain digital media channels by uploading and updating content to include audio, video and text
10. Apply the legal requirements of digital media technology usage to include copyright law, workplace policies, privacy legislation and other applicable legislation
11. Create digital media content to meet an organisation's requirements.

Learning Outcomes 5 and 8 – 11 above should be assessed in the form of a project style assignment about the business page the learner created based on a business of their choice, or one the tutor has chosen for them, either real or fictional. The learner could document the processes involved in setting up their business page and how the use of the digital media content they created met the requirements of the business. The learner could also present their completed business page to be assessed on the basis of accuracy of information; use of digital media content; promotional efforts and compliance with legal requirements.

Skills Demonstration	40%
<p>The skills demonstration may be carried out at any point during this programme, or as a final assignment after the project and collection of work are completed.</p>	
<p>Evidence for this assessment technique may take the form of written, oral, graphic, audio, visual or digital evidence, or any combination of these (select as appropriate). Any audio, video or digital evidence must be provided in a suitable format. All instructions for the learner must be clearly outlined in an assignment brief, by the assessor/tutor.</p>	
<ol style="list-style-type: none"> 4. Outline the pre-production, production and post-production stages involved in the creation of digital media content 7. Use a range of current digital media technologies and applications to include digital video and audio, social media applications and mobile technologies to create digital media content 	
<p>Learning Outcomes 4 and 7 above should be assessed in the form of an assignment/skills demonstration in which the learner is required to create digital media content, following the stages of pre-production, production and post-production as covered in Section 1. Examples of the digital media content the learner could create include:</p>	
<ul style="list-style-type: none"> ○ A product demonstration video ○ A virtual tour of a production facility ○ A sound clip of a customer testimonial ○ A blog article written to promote an organisation or event ○ A series of photos showing the progression of a professional project ○ A radio advert or podcast promoting an organisation ○ A downloadable eBook which compliments an organisation's key aim or service area 	

12. Grading

Distinction: 80% - 100%

Merit: 65% - 79%

Pass: 50% - 64%

Unsuccessful: 0% - 49%

At levels 4, 5 and 6 major and minor awards will be graded. The grade achieved for the major award will be determined by the grades achieved in the minor awards.

Digital Media Technology 4N1858	Learner Marking Sheet
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Learner's Name: _____

Learner's PPSN: _____

Assessment Criteria	Maximum Mark	Learner Mark
<p>Portfolio/Collection of Work</p> <p>List and describe a range of current digital media technologies and their application in daily life and in an organisational context</p> <p>Explain the role of digital media technology in a range of organisations</p> <p>Describe the evolution of digital media technology and the impact it has on the business environment</p> <p>Outline the pre-production, production and post-production stages involved in the creation of digital media content</p> <p>Explain the role of digital media technologies in the creation of an online identity</p>	<p>20</p> <p>4</p> <p>4</p> <p>4</p> <p>4</p> <p>4</p>	
<p>Project</p> <p>Explain how a range of digital media technologies meet the technology requirements of a variety of familiar organisations</p> <p>Set up a business page on a social networking website including using available tools to promote the business and monitor activity</p> <p>Document the process involved in setting up the page</p> <p>Maintain digital media channels by uploading and updating content to include audio, video and text</p> <p>Apply the legal requirements of digital media technology usage to include copyright law, workplace policies, privacy legislation and other applicable legislation</p> <p>Create digital media content to meet an organisation's requirements and document these requirements, including use of digital media content; promotional efforts and compliance with legal requirements.</p>	<p>40</p> <p>5</p> <p>10</p> <p>5</p> <p>5</p> <p>5</p> <p>10</p>	

Skills Demonstration	40	
Outline the pre-production, production and post-production stages involved in the creation of digital media content	10	
Use a range of current digital media technologies and applications to include digital video and audio, social media applications and mobile technologies to create digital media content	30	
Examples of the digital media content the learner could create include: <ul style="list-style-type: none"> • A product demonstration video • A virtual tour of a production facility • A sound clip of a customer testimonial • A blog article written to promote an organisation or event • A series of photos showing the progression of a professional project • A radio advert or podcast promoting an organisation • A downloadable eBook which compliments an organisation's key aim or service area 		
Total Mark	100	

This is to state that the evidence presented in the attached portfolio is complete and is the work of the named learner.

Assessor's Signature: _____

Date: _____

External Authenticator's Signature: _____

Date: _____