

MODULE: Introduction to Online and Digital Media (course code BAJH-IODM)

Griffith College Dublin – Journalism and Visual Media

Fall Semester

This module has no pre-requisites.

Introduction

The module is designed to introduce students to diverse world of digital & online media. In order to produce content, learners will initially analyse the medium itself and assess the characteristics of online journalism. Students will examine the way in which web writers orient readers and communicate to their audience. Using material filed for a television clip, a radio report, and a traditional print article, students will assemble packages in the production of a multimedia web piece. Students will be introduced to desktop publishing and will begin to develop skills in the relevant software.

Module Aims

This module aims to enable the student to:

- Familiarise students with the technology used in the communications industry.
- Develop students' confidence in the use of media technology to produce work to a high standard.

Module Learning Outcomes

On successful completion of this module, the student should be able to:

- Competently use a variety of software packages to produce digital and online media content.
- Use word-processing typographical features effectively.
- Create and manage interactive online media content.
- Evaluate and discuss the characteristics of online media.
- Use relevant desktop publishing software to produce media projects.

Indicative Module Content

Content Analysis:

Where does online information come from and can we trust it? Assessing online media sources: authority, accuracy, objectivity, currency, coverage. Web habits: how do we search and interact with the internet. Organisation of writing for the web: chunks, bullets and blocks

Desktop Publishing:

Efficient delivery of information through publication design. The manner in which desktop publishing software has changed the world of publishing. Introduction to contemporary desktop publishing software: adding text and pictures to produce simple page designs. Formatting text and web pages.

Input, output, response:

From information gathering to writing, uploading, editing and commenting. Using words, pictures, sound and interaction, layering information. Editing, commenting, blogging.

Word Processing:

MS Office suite: proficiency using MS Word and PowerPoint.

Assessment

This module will be assessed by a set of in-class assignments (Continuous Assessment 100%) using the relevant media technology and contemporary essential media production software packages.

Assessments will include the creation of a blog which will be updated and managed by each student and the production of a number of examples of page design.