Department of Communication
Subject Syllabus

Subject Code : COMM03

Subject Title : Introduction to Digital Creative Production

Subject Specification : For students in Communication Faculty

Subject Overview : Students will gain insight into various aspects of digital content production, starting with understanding digital content, its areas of use, the medium used, and related industries. They will also have skills in producing and managing digital content, analyzing trends, and evaluating content success.

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Course Objectives : Provide understanding, skills and management of digital content production.

Course Method :

- Knowledge : Understand digital content management, the medium used, and related areas and industries
- Skill : Digital content production
- Attitude : Adaptive to changing trends, innovative to opportunities in the field of digital content production

Course content :

Week	Topic
1	Introduction: Digital Creative Production Landscape
2	Mediamorphosis: Understand the core concepts of Digital Media
3	Analyzing Audiences
4	Finding Content Ideas & Content Strategy
5	Pre-Production : Deciding What Kind Of Content You Want To Make
6	Production : Turning Your concept Into a Photo/Video
7	Post Production: How To Edit Your Raw Content Before Uploading
Mid Examination	
9	Digital Media Identification and Strategy
10	Digital Media Analytics
11	Personal Branding
12	Talent Management
13	Copyright and Intellectual Property Law
14	Career Opportunities
15	Review for final test
Final Examination	

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	Introduction: Digital Creative Production Landscape	- What is Digital Creative Production - Scope area of Digital Creative Production	Lecture's presentation Discussion
II	Mediamorphosis: Understand the core concepts of Digital Media	- Understand the relationship between Digital and Society - Understand concepts used to create digital contents (graphics, audio, video, animation and web)	Lecture's presentation Discussion Coursework 1

		- Understand digital tools (software and hardware) to create digital contents (graphics, audio, video, animation, web production methods)	
III	Analyzing Audiences	- Get to know your right Audiences - Audiences research	Lecture's presentation Discussion
IV	Finding Content Ideas & Content Strategy	- Deciding what kind of content you want to make - Designing concept and strategy	Lecture's presentation Discussion
V	Pre-Production	- How to make concept and preparation - Understand and Learn how to write a storyline, and how to translate it into the digital media	Lecture's presentation Discussion
VI	Production	- Technical aspect in production - Equipment needed for productions	Lecture's presentation Discussion
VII	Post Production	- Learn the App / software needed for the editing process - Editing Style for different types of content	Lecture's presentation Discussion Coursework 2
VIII	Mid Examination		
IX	Digital Media Identification and Strategy	- Understand Digital Platform landscape (Social Media, Web, Email Marketing) - Establishing and identified digital platforms that best fits the brand -	Lecture's presentation Discussion
X	Digital Media Analytics	- An overview of metric & analytics - Basic of Google Analytics - Understand the key elements of digital analytic tools - Understand and learn to track the metrics of engagement, impressions,	Lecture's presentation Discussion

		reach, conversion and user behavior	
XI	Personal Branding	- Understanding of the basic purpose, benefits, and responsibilities of branding - Understand how to begin the process of defining personal values, gifts, and goals - Learn how to build your personal branding: who you are in your video? - Understand the elements of personal branding including authenticity, mission statement, and why you should incorporate your personal branding into your brand - Learn and Understand how personal identity reputation and digital privacy affect the brand	Lecture's presentation Discussion Coursework 3
XII	Talent Management	- Learn and understand what is talent management? And why is it important? - Learn and understand talent management process - Understand the talent management model - Identify the benefit of talent management - Understand how to build a development plan that will accelerate professional talent - Identify a variety of best practice methodologies to develop professionals - Learn and understand the techniques for building trust, collaboration, communication and conflict resolution - Understand the components of the performance management system to maximize	Lecture's presentation Discussion

		talent's potential and performance - Understand and identify the Do's and Dont's to working with talent management -	
XIII	Copyright and Intellectual Property Law	- Intellectual Property Protection - How to avoid legal issues	Lecture's presentation Discussion Coursework 4
XIV	Career Opportunities	- Potential career at the industry - Entrepreneurship - Hard skill and soft skills needed to support the job role	Lecture's presentation Discussion
XV	Review	- Review - Final Test Brief	
XVI	Final Examination		

Midterm Paper Guideline **:** Make a proposal in a group that related to the digital content production plan

Final Paper Guideline **:** Make a content according to the proposal

References **:**

1. Jay Daniel Thompson & John Weldon - Content Production for Digital Media (2022)
2. Amy Delouise & Cheryl Ottenritter - Nonfiction Sound and Story for Film and Video_ A Practical Guide for Filmmakers and Digital Content Creators-Routledge (2020)
3. Cynthia Johnson - Platform Personal Branding (2019)
4. Stuart Cunningham & David Craig - Creator Culture_ An Introduction to Global Social Media Entertainment (2021)

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