LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:** BDM14
Subject Title	**:** Digital Media Production
Subject Specification	**:** For students in Broadcasting & Digital Media Communication Major
Subject Overview	**:** The Subject explores the end-to-end aspects of Digital Media Production. Planning, prototype, production, post-production, and the product will all be assessed in this module. The module also heavily emphasis the purpose of the media product itself.
Course Objectives	**:**

1. Students demonstrate theoretical knowledge surrounding digital media production and specific practices in producing digital media content.
2. Students demonstrate the ability to conduct research, analysis, determine target audience, create quality content, digital media planner and create consistent scheduling.
3. Students demonstrate the ability to produce content on digital media platforms and measure the success (engagement) of digital media production.
4. Students demonstrate an openness and critical attitude towards information developing in digital media and are ready to prepare digital media content production plans that are useful for many people.
5. Students demonstrate the production of digital communication messages that are relevant and responsible for the needs of many people, as well as creating useful messages using effective communication methods based on digital technology.

Course Method	**:** Contextual Learning, Project Based Learning; Role – Play & Simulation, Small Group Discussion
Learning Outcome (Competence)	**:**

Knowledge	: 30%
Skill	: 40%
Attitude	: 30%

Course content :

Week	Topic
1	Introductions
2	Media Convergence and Digital Media Types
3	Digital Media Strategy and Digital Media Products
4	Producing Media Digital
5	Thinking Process and Project Management
6	How to Produce and Maintain Media Digital
7	Digital Media Plan and Social Media Calendar
8	**Mid Term Examination**
9	Digital Media Planner And Calendar Report
10	Time Schedule and Pre production
11	Producing Digital Media Content
12	Producing Digital Media Content
13	Producing Digital Media Content
14	Report and Evaluation
15	Report and Engagement of the Digital Media Content
16	**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

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	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introductions	• Acknowledging Theory, Concept and Development of Digital Media	Contextual Learning;
2	Media Convergence and Digital Media Types	• Acknowledging the media convergence • Type of Digital Media • Digital Media Product	Contextual Learning;
3	Digital Media Strategy and Digital Media Products	Acknowledging digital media Product & digital media strategy	Contextual Learning; Small Group Discussion
4	Producing Media Digital	• Acknowledging how to produce digital media content	Contextual Learning; Small Group Discussion
5	Thinking Process and Project Management	• Acknowledging How develop a team & preparation in digital media production	Contextual Learning, Role Play Simulation
6	How to Produce and Maintain Media Digital	• Acknowledging digital media production & How to maintain a content	Contextual Learning, Role Play Simulation
7	Digital Media Plan and Social Media Calendar	• Acknowledging editorial plan & social media calendar	Contextual Learning, Small Group Discussion
8	**Mid Term Test**		
9	Digital Media Planner And Calendar Report	• Develop a team, brainstorming, strategy for a digital media project	Role – Play & Simulation, Project Based Learning Small Group Discussion
10	Time Schedule and Pre production	• Develope schedule & plan to produce a content in digital media	Role – Play & Simulation, Project Based Learning Small Group Discussion
11	Producing Digital Media Content	• Produce & Publish a content (audio, visual, & audio visual) based on plan	Role – Play & Simulation, Project Based Learning Small Group Discussion
12	Producing Digital Media Content	• Produce & Publish a content (audio, visual, & audio visual) based on plan	Role – Play & Simulation, Project Based Learning Small Group Discussion
13	Producing Digital Media Content	• Produce & Publish a content (audio, visual, & audio visual) based on plan	Role – Play & Simulation, Project Based Learning Small Group Discussion

14	Report and Evaluation	• Digital media monitoring • Digital media reporting & Evaluation	Role – Play & Simulation, Project Based Learning Small Group Discussion
15	Report and Engagement of the Digital Media Content	• Acknowledging how podcast works	Role – Play & Simulation, Project Based Learning Small Group Discussion
16	**Final Examination**		

Midterm Exam Guideline : Paper Submission
Final Exam Guideline : Group Project

References :

1. Gorham Kindem, Robert B. Musburger PhD, (2009). Introduction to Media Production the Path to Digital Media Production.
2. Arvidsson, Adam; Delfanti, Alessandro (2019). Introduction to Digital Media.
3. Eli M.Noam (2019). Managing Media and Digital Organization.
4. Burgess, J., Marwick, A., & Poell, T. (Eds.) (2017). The SAGE Handbook of Social Media. Sage.
5. Siapera, E. (2017). Understanding new media. London, UK: Sage Publications.
6. Ward, S. J., & Wasserman, H. (2010). Towards an open ethics: Implications of new media platforms for global ethics discourse. Journal of Mass Media Ethics, 25(4), 275-292.

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