Digital Media Production
Semester 1

Grade Level: 9–12
Credit: 0.5

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Course Overview

Step into the world of media creation with Digital Media Production, a fully online, self-paced, competency-based course that transforms students into creative media professionals. Aligned with state and industry standards, this program guides learners through every phase of multimedia production—from concept development to final digital release—only advancing after mastering each skill area.

Students will gain practical skills in video production, audio recording, graphic design, animation, and web publishing. Whether they're crafting a short film, designing visuals, or composing soundtracks, learners gain hands-on experience with industry-standard tools and ethical storytelling techniques. This immersive journey fosters critical thinking, inventive storytelling, and collaboration—culminating in polished, real-world media work ready for portfolios or class showcases .

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What Students Will Explore

• Pre-Production & Storyboarding – Plan compelling narratives through scriptwriting, storyboarding, and shot lists.

• Video & Camera Techniques – Learn framing, lighting, angles, and professional camera operation for cinematic visuals.

• Audio Recording & Mixing – Record quality voiceovers, dialogue, music, and ambient sound; master audio layering and clarity.

• Editing & Motion Graphics – Assemble scenes, add transitions, titles, and effects; learn keyframing and visual enhancement techniques.

• Animation & Graphic Design – Design motion titles, simple animations, and graphics to support video content.

• Web & Digital Publishing – Build and deploy a professional media portfolio or website to showcase projects.

• Media Ethics & Digital Citizenship – Understand copyright, fair use, and responsible content creation practices.

Key Learning Experiences

• Storyboarding Projects – Design narrative flow and shot structure before filming.
• Filming Labs – Practice hands-on shooting with various camera setups and lighting scenarios.
• Sound Design Workshops – Capture mood and emotion through voice and effects.
• Editing & Animation Labs – Combine media elements and motion graphics using editing software.
• Final Capstone Project – Produce a polished multimedia piece—like a commercial, short film, or promotional video—and publish it online with a reflective presentation.

Learning Objectives

By the end of this course, students will be able to:

- Craft effective pre-production materials (storyboards, shot lists, scripts)
- Operate camera equipment and apply lighting techniques for visual impact
- Record and mix audio tracks that enhance the narrative
- Edit and animate media projects using transitions, graphics, and effects
- Publish work in web-friendly formats and manage digital portfolios
- Critically analyze media, adhering to ethical standards and creative intent

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Why Take This Course

Digital Media Production transforms students into storytellers, technicians, and visual thinkers. Research shows multimedia skills—video, audio, animation—prepare learners for college, careers, and creative enterprise . Through self-paced learning, students build confidence at every step and emerge with shareable, professional-grade media projects.

By graduation, students will have a portfolio that opens doors to advanced classes, internships, competitions like FBLA, or post-secondary paths in media arts . They gain collaboration ability, technical fluency, and media literacy—skills vital in our digitally driven world.

If your student dreams of filmmaking, graphic design, audio production, or content creation, this course offers a powerful first step. Enroll today and start creating media that moves—visually, technically, and emotionally!

The course is a fully online, self-paced, competency-based program, and we're very proud of it!

Students only advance once they've demonstrated true mastery of each skill—no rushing, no guessing. This flexible structure not only supports individual learning styles and schedules but also empowers learners to take ownership of their progress, knowing exactly what they can do next.

Moreover, every module, assignment, and assessment is meticulously aligned with state standards and clear learning objectives, guaranteeing comprehensive coverage of essential knowledge and real-world skills students need to succeed. This isn't just online learning—it's purposeful, rigorous, and personalized, ensuring no student advances until they truly understand the material.