

Title: Introduction to Digital Media  
Code: DMC-105  
Semester: 1<sup>st</sup>  
Rating: 3 Credit Hours

## **DMC-105: Introduction to Digital Media**

**3 Cr. Hrs**

### **Course Description:**

This is an optional course which will help the students to understand the basic concepts of digital media.

### **Learning Outcomes:**

**The student will be able to**

- Develop an understanding of basics of digital media.
- Define digital media and understand key terms in the digital media field
- Understand the evolution of media and the transition to digital media

### **Course Contents:**

1. Foundations of Digital Media
2. Evolution of digital media and the transition
3. Types of Digital Media
4. Digital media and key terms used in the digital media field
5. Understanding Digital Media
6. Difference between Traditional and Digital Media
7. Digital Media and Society
8. The Digital Environment
9. Importance of the digital revolution
10. Infrastructures and Platforms
11. Understanding the Audience of Digital Media
12. Digital Media Landscape
13. Emerging Trends in Digital Media

### **Teaching Learning Strategies:**

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

### **Assignments:**

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

### **Assessment and Examinations:**

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.