



Department of Communication Subject Syllabus

- Subject Code** : COMM031
- Subject Title** : Digital Content 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.
- Course Objectives** : Provide understanding, skills and management of digital content production.
- Course Method** : The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis , paper, assignment and exams.
- Course content** :

Week	Topic
1	Introduction: Digital Content Production Landscape
	Mediamorphosis: Understand the core concepts of Digital Media
2	Analyzing Audiences
	Finding Content Ideas & Content Strategy
3	Pre-Production : Deciding What Kind Of Content You Want To Make
	Production : Turning Your concept Into a Photo/Video
4	Post Production: How To Edit Your Raw Content Before Uploading
	Digital Media Identification and Strategy
5	Digital Media Analytics
	Personal Branding
6	Talent Management
	Copyright and Intellectual Property Law
7	Career Opportunities
	Review for final test
8	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	40%
Weekly Discussion	40%
Quiz	10%
Live Session Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction: Digital Content Production Landscape	- What is Digital Content Production - Scope area of Digital Content Production	Lecture's presentation Discussion
	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)	
2	Analyzing Audiences	- Get to know your right Audiences - Audiences research	Lecture's presentation Discussion
	Finding Content Ideas & Content Strategy	- Deciding what kind of content you want to make - Designing concept and strategy	Lecture's presentation Discussion
3	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
	Production	- Technical aspect in production - Equipment needed for productions	Lecture's presentation Discussion
4	Post Production	- Learn the App / software needed for the editing process - Editing Style for different types of content	Lecture's presentation Discussion Coursework 2
	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
5	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, reach, conversion and user behavior	Lecture's presentation Discussion

	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
6	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 talent's potential and performance	Lecture's presentation Discussion

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

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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