



NPA Digital Media National 4/5

Faculty of Business and Digital Education

Aims of the course:

This is a new and exciting gender neutral course aimed at those with a passion for social media. Learners will capture great media content and transform it into engaging and eye-catching content for platforms gaining awesome skills every employer and business owner needs.

Demand for digital content has never been higher and this course provides a unique opportunity to gain skills hugely sought after by businesses and organisations across the world.

Content:

The course consists of three essential units.

Unit 1: Digital Media: Moving Images

Animation is a hugely popular and essential social media tool. Learners will discover how to create fantastic content that grabs people's attention and can be used for multiple purposes across highly stimulating platforms. Skills gained in animation are built up and taken to a level where learners can produce content invaluable to all social media platforms.

Unit 2: Digital Media: Audio

This unit allows learners to turn their creativity up to the max by learning how to capture fantastic audio content and editing it to professional standards. Learners will create a production plan/schedule and also use evaluation skills to consider their final digital product. Podcasts are being used increasingly by pop stars and global celebrities and this unit demonstrates how to make appealing content for a hugely popular area of social media.

Unit 3: Digital Media: Still Images

An image can say so much and in this unit learners will be able to gain/broaden their knowledge of still image creation and editing. Learners will find out how to capture images and enhance them into powerful social media content able to influence social media and it's content to all users. Project planning skills are incorporated into all units along with many other essential transferable skills.

Unit assessment: Units are internally assessed. Timed closed-book test with multiple choice questions for National 4 plus open-book digital audio product for a specified brief for National 4/5.

Home Learning: Homework will be issued on a regular basis and will include content research and acquisition with preparation work/research for the next lesson.