

Common Course Outline
DIGM 111
Media Literacy and Visual Communication
3 Credits

Community College of Baltimore County

Description

DIGM 111 – Media Literacy and Visual Communication investigates how media shapes the world around us and influences our lives. Students discover how media is used as a powerful tool for education and socialization. This course examines media issues around race, gender, and sexual preference. Students analyze and deconstruct photographs, film, television, radio, and web media. Students examine how individuals are using technology to create media content.

3 Credits

Corequisites: CMNS 101 and ENGL 101

Overall Course Objectives

Upon completion of this course students will be able to:

1. differentiate between different types of media;
2. describe techniques for creating visual communications;
3. explain the difference between hot and cold media;
4. define and explain the role of semiotics in digital media;
5. analyze reality media;
6. recognize how media persuades people and influences culture;
7. analyze the representation of race, class, gender, religion, and sexuality in mass media;
8. describe the relationship between technology, media and culture;
9. compare mainstream and alternative media and how it affects culture; and
10. critique interactive media and discuss its influence on our culture.

Major Topics

- I. Semiotics
 - A. Introduction and overview
 - B. Use in digital media creation
- II. Cultural implication of media
 - A. Gender and self-created media
 - B. Verification of data disseminated by mass media
 - C. Influence of media on cultural dynamics
- III. Techniques for creating digital media
 - A. Semiotics
 - B. Modalities
 - C. Narrative
 - D. Documentary

- E. Streaming
- F. Audio
- G. Web
- IV. Mainstream versus alternative media
 - A. Change in global media literacy
 - B. Media and social movements
- V. Technology and media
 - A. Technology and change
 - B. Innovation
 - C. Innovation in modality
- VI. Social media
 - A. Impact
 - B. Interactive media

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but at a minimum will include the following:

- Research project (minimum 1500 words)
- Web media journal (minimum 2 weekly entries)
- Discussion participation
- Final exam

Written Assignments: Students are required to utilize appropriate academic resources.