



# Digital Communications 11

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## Introduction

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Digital Communications 11 is designed for students who are interested in technical writing for the web and the changing face of journalism. This course also encourages students to understand their digital dossier and explore how they can take control of it. Students will create a website with a blog. It gives students an overview of different digital tools that they will need to communicate effectively in the 21<sup>st</sup> century, including how to speak to search engines to get the results they want. Students will better understand how journalism is changing and how to critically evaluate articles that they find online. By the end of the course, students will create a marketing campaign that highlights what they have learned.

## Topics in ...

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- Digital Dossier
- Digital Communication Tools
- Journalism
- Impact of Social Media and Technology
- Issues in the Changing World
- Digital Marketing

## Assessment

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Grades will be calculated according to the following weightings.

Assignments - 100%

Mastery is encouraged. Students who wish to improve their work and resubmit are to invited to discuss their options with their teacher.

When the authenticity of student work is in question, the teacher reserves the right to base final grades on teacher supervised assignments and assessments.

## Resources

*Blackboard Learn 9* Website: <http://sd68.blackboard.com>  
**login:** 4lastnamefirstinitial  
**psswd:** firstname

*Prescribed Learning Outcomes:*

[https://curriculum.gov.bc.ca/sites/curriculum.gov.bc.ca/files/pdf/10-12/adst/en\\_adst\\_11\\_dco.pdf](https://curriculum.gov.bc.ca/sites/curriculum.gov.bc.ca/files/pdf/10-12/adst/en_adst_11_dco.pdf)

*Jupiter Grades:* Mark update and assignment feedback at  
<https://jupitergrades.com>

*School Website:* <https://island-connected.sd68.bc.ca>

### ***Software Required***

*Word Processing* (Word, Google Docs)

*Virtual Office Link: Contact me*

### **Attendance**

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Please be aware that Island Connect K -12 does not have a general attendance requirement. However, it is in your best interests to make a habit of checking in with Drea Laj (your teacher) at least once a week – face to face, by email, phone or through the virtual office link above. Past learners have stated that such contact promotes engagement with the course materials and serves to motivate them to complete the work in a timely fashion.

If you are in a support block at your school, you will have an attendance requirement. Please speak with your DL Support teacher or Computer Assisted Learning Tutor (CT) for more information.

### **Completion Timeline Expectations**

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Successful learners typically finish within four months of initial enrollment in this course. COMMIT to achieving your goals! There is a suggested calendar in the course. Get a calendar out and plan how you and when you will complete each lesson in the first two units immediately. If you mess up, do your best to catch up, but change the timeline right away to reflect this change and, then, do your best to never let yourself fall behind again.