



Syllabus

DIG 115 Digital Content Production

General Information

Date May 13th, 2024

Department Visual and Performing Arts

Course Prefix DIG

Course Number 115

Course Title Digital Content Production

Course Information

Catalog Description This course introduces foundational digital communication skills. Students will produce web-ready texts, images, and metadata for a variety of digital media platforms (websites, social media, digital marketing, email newsletters). We'll practice making digital content purposeful, user-friendly, and impactful while adhering to ethical online writing standards. Topics covered include introductory Search Engine Optimization (SEO), accessibility markup, data analytics, and content strategy. Students will use industry-standard tools and technology, including a Content Management System (CMS).

Credit Hours 3

Lecture Contact Hours 3

Lab Contact Hours 0

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

None

Co-requisites

None

First Year Experience/Capstone Designation

This course **DOES NOT** satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed categories

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality, Inquiry, Perseverance, and Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Analyze and evaluate digital content for purpose, usability, audience, style, and impact.
2. Produce and optimize texts, images, and metadata for a variety of digital media platforms.
3. Use the tools and technology that support writing for digital media.
4. Practice ethical writing principles (truth, accuracy, fairness, and accessibility).

Outline of Topics Covered

Introduction to Digital Content

- Understanding Digital Content
- Content Writing Principles
- Writing for Online Audiences

Writing with a Purpose

- Producing content for a website
- Producing content for social media
- Producing content for digital marketing

Getting Technical

- Metadata Basics
- Search Engine Optimization
- Accessibility Standards

Performance and Improvement

- Defining Goals & Conversions
- Measuring Results & Data

- Using Data to Guide Content Updates