UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA
FACULTY OF SOCIAL AND POLITICAL SCIENCE
BACHELOR PROGRAMME OF COMMUNICATION SCIENCE

COURSE DESCRIPTION

COURSE	CODE:	Course Cluster	COURSE UNIT CREDIT	SEMESTER	Compiler Date
Digital Media Production (1531152)		concentration compulsory courses	2 (3.2 ECTS)	7th	January 16, 2023

AUTHORISATION	Developer Lecture	Course Cluster Coordinator	Head of Study Programme
	1. PANJI DWI ASHRIANTO	PANJI DWI ASHRIANTO	Drs. Arif Wibawa, M.Sc.

Learning Outcomes (LO)		
	Graduate Learning Outcomes (GLO) of the program imposed on this course	
	SS1	Demonstrate persuasive, informative, and transformative communication messages across various media platforms to support a career in the field of communication (LO10).
	GS4	Able to utilise Information and Communication Technology to solve communication problems (LO6).
	K3	Explain the social, cultural, ecological, political, economic, legal, and technological influences to address communication issues (LO9).
	A1	Demonstrate a spiritual, disciplined, creative, entrepreneurial, diligent, honest, excellent, and *bela negara* attitude in performing tasks within their area of expertise (LO1).
	Course Learning Outcomes (CLO)	
	CLO1	Students are able to understand the basic concepts of Digital Media Production (K3)
	CLO2	Students Master Digital Content Designing Techniques (SS1)
	CLO3	Mastering Digital Content Creation Techniques (GS4)

CLO4	Students are able to Understand Content Publishing Strategies on Social Media (K3)
CLO5	Students Master the Evaluation Technique of Content Publishing Results on Social Media (A1)
CLO6	Have Team Collaboration and Communication Skills (A1)
CLO7	Students Have an Understanding of Ethics in Digital Media Production (K3)
CLO8	Have Adaptability to Technological DeveloSAents and Trends (GS4)
CLO9	Students Able to Manage Digital Media Production Projects: (SS1)
Final ability of each learning stage (Sub-CLO)	
Sub CLO1	Students can explain the definition and scope of digital media production. (CLO 1) (C1, A1, P1)
Sub CLO2	Students are able to identify iDMortant elements in digital content production. (CLO 1) (C2, A2, P2)
Sub CLO3	Students are able to conduct audience research and market analysis to identify the needs of target users. (CLO 2) (C3, A3, P2)
Sub CLO4	Students can create content concepts and plans that are in line with the intended communication goals and media platforms and integrate visual, audio, and narrative aspects in designing digital content. (CLO 2) (C6, A4, P5)
Sub CLO5	Students are able to use digital content production software and tools, such as image, video, and audio editing applications. (CLO 3) (C3, A2, P2)
Sub CLO6	Students can create quality digital content by paying attention to design principles, selecting media, and using appropriate production techniques (CLO 3) (C6, A4, P2)
Sub CLO7	Students are able to optimize digital content for various media platforms, including the need for responsive displays. (CLO 4) (C6, A4, P4)
Sub CLO8	Students are able to understand the characteristics and uses of various relevant social media platforms. (CLO 4) (C1, A1, P1)
Sub CLO9	Students can plan and iDMlement effective content publication strategies, including the use of hashtags, optimal timing, and audience targeting. (CLO 5) (C1, A1, P2)
Sub	Students are able to identify and understand relevant performance metrics on social media, such as reach, engagement, conversion,

CLO10 and new followers. (CLO 5) (C1, A1, P2)

Sub CLO11	Students can analyze and evaluate the results of content publication based on specified performance metrics. (CLO 6) (C4, A4, P4)
Sub CLO12	Students understand the ethical principles relevant to the production and publication of digital content. (CLO 7) (C1, A1, P1)
Sub CLO13	Students are able to follow the latest technological develoSAents and trends in digital content production (CLO 8) (C1, A1, P1)
Sub CLO14	Students are able to plan, organize, and manage digital media production projects effectively (CLO 9) (C1, A1, P1)

Correlation of GLO to Sub-CLO

GLO	SS1	GS4	K3	S1
Sub CLO1			X	
Sub CLO2			X	
Sub CLO3	X			
Sub CLO4	X			
Sub CLO5		X		
Sub CLO6		X		
Sub CLO7			X	
Sub CLO8			X	
Sub CLO9				X
Sub CLO10				X
Sub CLO11				X

	Sub CLO12		X		
	Sub CLO13		X		
	Sub CLO14	X			
Brief Description of the Course	Digital Media Production is a course that examines theories, concepts, processes surrounding digital media production. Not only that, students are trained to be sensitive to events/events around the community, and honed a sense of art and psychological feeling so that students not only have the ability to deliver messages in audio and visual works but are fluent in creating news concepts, events, programs, learning videos or tips and tricks and other digital creations that are real and fresh according to develoSAents in technology and communication near 4.0. The language of instruction for this course is Indonesian.				
Material Study/ Material Learning	1. Definition and scope of digital media production. 2. Key Elements in Digital Content Production 3. Audience Research and Market Analysis 4. Digital Content Concept and Plan 5. Digital Content Production Software and Tools 6. Quality Digital Content Creation 7. Digital Content Optimization for Social Media Platforms 8. Characteristics and Usability of Social Media Platforms 9. Effective Content Publishing Strategy 10. Performance Metrics on Social Media 11. Analysis and Evaluation of Content Publication Results 12. Ethical Principles in the Production and Publication of Digital Content 13. Latest Technological DeveloSAents and Trends in Digital Content Production 14. Digital Media Production Project Planning and Management				
References	**Main:**				

	1. Gorham Kindem, Robert B. Musburger PhD, (2009) Introduction to Media Production the Path to Digital Media Production, Arvidsson, 2. Adam. Delfanti, Alessandro (2019) Introduction to Digital Media 3. Eli M.Noam (2019)Managing Media and Digital Organization 4. Gielen, N. (2020). Digital Media Production. Oxford University Press. 5. Andi Fachruddin (2019) Journalism Today, Prenamedia Group 6. Rully Nasrullah (2017) Social Media. Rekatama symbiosis 7. Hepworth-Sawyer, R. (2018). Digital Audio Production: Creating Sound for Media. Routledge. 8. Lambert, J. (2017). Digital Storytelling: Capturing Lives, Creating Community. Routledge. 9. Safko, L., & Brake, D. K. (2020). The Social Media Bible: Tactics, Tools, and Strategies for Business Success. Wiley.
	Supporters:
	1. Ignatius Haryanto (2014) Digital Era Journalism, Challenges of the 21st Century Media Industry. KODMAS Book Publishers
Lecturer teacher	PANJI DWI ASHRIANTO
Prerequisite courses	Non News TV Program Production

Week	**Final Ability of Each Learning Stage (Sub-CLO)**	**Assessment**		**Forms of Learning, Learning Methods, Assignments Student, [Estimated Time]**		**Learning Materials [Library] (Topics)**	**Weightage of Assessment (%)**
		Indicator	**Criteria & Form**	**Offline**	**Online**		
(1)	**(2)**	**(3)**	**(4)**	**(5)**	**(6)**	**(7)**	**(8)**

1	Students can explain the definition and scope of digital media production.	1. Accuracy in explaining the definition and scope of digital media production.	C=Rubric	FoL = Activity Learning Process DM = Lecture SA =		- Definition and scope of digital media production - Development and trends in digital media production - Roles and responsibilities in digital content production	
2	The students are able to identify key elements in digital content production.	1. Accuracy in identifying key elements in digital content production.	C=Rubric AM = Task Case		FoL = Activity Learning Process DM= Group discussion SA = Opinion-gap task	- Visualization and design in digital content - Effective writing and narrative techniques - Selection of appropriate media in digital content	

3	Students are able to conduct audience research and market analysis to identify the needs of target users.	1. Accuracy in conducting audience research and market analysis to identify the needs of target users.	C=Rubric	-	FoL = Activity Learning Process DM = Student presentation in class SA =	- The importance of audience research in digital content production - Methods and techniques of audience research - Market analysis and user segmentation	
4	Students can create content concepts and plans that are in line with the intended communication goals and media platforms and integrate visual, audio, and narrative aspects in designing digital content.	1. Accuracy in creating content concepts and plans in accordance with the intended communication goals and media platforms and integrating visual, audio and narrative aspects in designing digital content.	C=Rubric AM = Presentation		FoL = Activity Assignment structured DM = Project-based learning SA = Create Project	- Creating creative content concepts that align with communication goals - Content planning that integrates visual, audio, and narrative aspects - Developing user personas as a guide in content design	

5	Students are able to use digital content production software and tools, such as image, video, and audio editing applications.	1. Proper use of digital content production software and tools, such as image, video, and audio editing applications.	C=Rubric		FoL = Activity Learning Process DM = Speech SA =	- An introduction to image, video, and audio editing software - Technique use of software to produce quality digital content - Other digital content production tools, such as graphic design and audio editing applications	
6	Students can create quality digital content by paying attention to design principles, selecting media, and using appropriate production techniques	1. Accuracy in creating quality digital content by taking into account design principles, selecting media, and using appropriate production techniques.	C=Rubric		FoL = Activity Learning Process DM = Speech SA =	- Introduction to design principles such as composition, colour, and typography - Application of design principles in creating visually appealing content - Responsive design for various media platforms	

7	Students are able to optimize digital content for various media platforms, including the need for responsive displays.	1. Accuracy in optimizing digital content for various media platforms, including responsive display needs.	C=Rubric AM = Mid Exam		FoL = Activity Assignment structured DM = Project-based learning SA = Create Project	- Developing high-quality image, video, and audio content - Techniques for editing and combining content - Application of design principles in digital content	
8	Mid Exam						
9	Students are able to understand the characteristics and uses of various relevant social media platforms.	1. Accuracy in understanding the characteristics and uses of various relevant social media platforms.	C=Rubric		FoL = Activity Learning Process DM = Speech SA =	- Introduction of various relevant social media platforms, such as Facebook, Instagram, and YouTube - Characteristics, strengths and weaknesses of each platform - Selection of a platform that suits the goals and target users	

10	Students are able to plan and execute effective content publishing strategies, including the use of hashtags, optimal timing, and audience targeting.	1. Accuracy in planning and implementing effective content publishing strategies, including the use of hashtags, optimal timing, and audience targeting.	C=Rubric AM = Task Project		FoL = Activity Learning Process DM= Group discussion SA = Task Solving Problem (Problem-Solving)	- Identify target audience and plan publication strategy - Use of hashtags, optimal timing, and audience targeting in content publication - Develop an effective content publication calendar	
11	Student is able identify and understand relevant performance metrics on social media, such as reach, engagement, conversions, and new followers.	1. Accuracy in identifying and understanding relevant performance metrics on social media, such as reach, engagement, conversions and new followers.	C=Rubric AM = Task Project	FoL = Activity Assignment structured DM = Project-based learning SA = Discuss specific cases that are worked on collaboratively		- Relevant performance metrics in social media, such as reach, engagement and conversions - Analyze data and optimize content publication results	

12	Students can analyze and evaluate the results of content publication based on specified performance metrics.	1. Accuracy in analyzing and evaluating the results of content publication based on the specified performance metrics	C=Rubric	FoL = Activity Assignment structured DM = Project-based learning SA = Discuss specific cases that are worked on collaboratively		- Analyzing content performance data based on predetermined metrics. - Evaluating the effectiveness of content based on data analysis results. - Identifying opportunities for improvement and content development based on evaluation findings.	
13	Students understand relevant ethical principles in the production and publication of digital content.	1. Accuracy in understanding the relevant ethical principles in the production and publication of digital content.	C=Rubric	FoL = Activity Learning Process DM = Speech SA =		- Ethical principles in the production and publication of digital content. - Develop a content strategy that takes into account ethical principles.	

14	Students can explain the definition and scope of digital media production.	1. Accuracy in planning, organizing, and effectively managing digital media production projects.	C=Rubric AM = Participation	FoL = Activity Learning Process DM = Group discussion SA =		- Planning a digital media production project: objectives, budget, resources. - Organizing project workflow and assigning responsibilities. - Effectively managing the project by considering time and cost. - Completing the project with results that meet quality standards and set goals.	

15	Students can explain the definition and scope of digital media production.	1. Accuracy in planning, organizing, and managing digital media production projects in an efficient manner effective	C=Rubric AM = Final Exam	FoL = Activity Assignment structured DM = Project based learning SA = Create Project		- Planning a digital media production project: goals, budget, resources. - Organize project workflow and assign responsibilities. - Manage projects effectively with respect to time and cost. - CoDMlete projects with results that meet established quality standards and objectives.	
16	Final Exam						

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR PROGRAMME OF COMMUNICATION SCIENCE**

Course: DIGITAL MEDIA PRODUCTION			
Code: **1531123**	**COURSE UNIT CREDIT:** **2 (3.2 ECTS)** **Semester: 7**	**Course Cluster:** **Communication Science**	**No:** **Date:**
AUTHORISATION	AUTHORING TEAM	**Course Cluster Coordinator:** **PANJI DWI ASHRIANTO**	**Head of Study Programme:** **Drs. Arif Wibawa, M.Sc.**

Week (1)	**Sub CLO (2)**	**Assessment form (Rating) (%) (3)**	**Weight (%) (4)**
	Sub CLO11 Students can analyze and evaluate the results of content publication based on specified performance metrics. (C4, A4, P4)	Case Assignment () Project Assignment() Assignment () Writing test () Presentation () Participation ()	

	Sub CLO14 Students are able to plan, organize, and manage digital media production projects effectively (C1, A1, P1)	Case Assignment () Project Assignment() Assignment () Writing test () Presentation () Participation ()	
8	**MID EXAM**	**WRITTEN TEST**	**0**
1,15	Sub CLO1 Students can explain the definition and scope of digital media production. (C1, A1, P1)	Case Assignment (0,0) Project Assignments (0,0) Assignments (0,0) Writing Test (0,0) Presentation (0,0) Participation (0,0)	0 0 0 0 0 0

2	Sub CLO2 Students are able to identify important elements in digital content production. (C2, A2, P2)	Case Assignment (10) Project Assignments (0) Assignments (0) Writing Test (0) Presentation (0) Participation (0)	10 0 0 0 0 0
3	Sub CLO3 Students are able to conduct audience research and market analysis to identify the needs of target users. (C3, A3, P2)	Case Assignment (0) Project Assignments (0) Assignments (0) Writing Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0

4	Sub CLO4 Students can create content concepts and plans that are in line with the intended communication goals and media platforms and integrate visual, audio, and narrative aspects in designing digital content. (C6, A4, P5)	Case Assignment (0) Project Assignments (0) Assignments (0) Writing Test (0) Presentation (10) Participation (0)	0 0 0 0 10 0
5	Sub CLO5 Students are able to use digital content production software and tools, such as image, video, and audio editing applications. (C3, A2, P2)	Case Assignment (0) Project Assignments (0) Assignments (0) Writing Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0

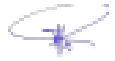
6	Sub CLO6 Students can create quality digital content by paying attention to design principles, selecting media, and using appropriate production techniques (C6, A4, P2)	Case Assignment (0) Project Assignments (0) Assignments (0) Writing Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
7	Sub CLO7 Students are able to optimize digital content for various media platforms, including the need for responsive displays. (C6, A4, P4)	Case Assignment (0) Project Assignments (0) Assignments (0) Writing Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0

9	Sub CLO8 Students are able to understand the characteristics and uses of various relevant social media platforms. (C1, A1, P1)	Case Assignment (0) Project Assignments (0) Assignments (0) Writing Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
10	Sub CLO9 Students can plan and implement effective content publication strategies, including the use of hashtags, optimal timing, and audience targeting. (C1, A1, P2)	Case Assignment(0) Project Assignments (10) Assignments (0) Writing Test (0) Presentation (0) Participation (0)	0 10 0 0 0 0

11	Sub CLO10 Students are able to identify and understand relevant performance metrics on social media, such as reach, engagement, conversions, and new followers. (C1, A1, P2)	Case Assignment (0) Project Assignments (10) Assignments (0) Writing Test (0) Presentation (0) Participation (0)	0 10 0 0 0 0
12,13	Sub CLO12 Students understand the ethical principles relevant to the production and publication of digital content. (C1, A1, P1)	Case Assignment (0,0) Project Assignments (0,0) Assignments (0,0) Writing Test (0,0) Presentation (0,0) Participation (0,0)	0 0 0 0 0 0

14	Sub CLO13 Students are able to follow the latest technological developments and trends in digital content production (C1, A1, P1)	Case Assignment (0) Project Assignments (0) Assignments (0) Writing Test (0) Presentation (0) Participation (10)	0 0 0 0 0 10
16	**FINAL EXAM**	**WRITTEN TEST**	**25**
		Total Assessment Weight	**100%**

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR PROGRAMME OF COMMUNICATION SCIENCE**		
1st STUDENT ASSIGNMENT PLAN			
Course	**DIGITAL MEDIA PRODUCTION**		
Course Code	**1531152**	**COURSE UNIT CREDIT:** **2 (3.2 ECTS)**	**Semester: 7**
Lecturer	PANJI DWI ASHRIANTO		
Assignment Form	Presentation		
Assignment Title	Digital Content Element Analysis		
Sub CLO2	- Students are able to identify important elements in digital content production.		
Assignment Description	Students carry out an analysis of important elements in the production of digital content, such as visuals, audio, and narration. They must select an example of digital content and describe the elements associated with that content.		
Object of Study	Selected digital content		
Assignment Work Method	Visual and audio analysis, online research		

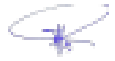
External Shape and Format Presentation with slides and examples of digital content
Indicators and Rating Weights Quality of analysis, understanding of digital content elements, clear and persuasive presentation Rating weight: 10%
Implementation Schedule 2nd meeting
Others:
References:
Yogyakarta, 16 June 2023
PANJI DWI ASHRIANTO 

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA
FACULTY OF SOCIAL AND POLITICAL SCIENCE
BACHELOR PROGRAMME OF COMMUNICATION SCIENCE

2nd STUDENT ASSIGNMENT PLAN

Course	**DIGITAL MEDIA PRODUCTION**		
Course Code	**1531152**	**Weightage of Credit Unit: 2 (2-0)**	**Semester : 7**
Lecturer	PANJI DWI ASHRIANTO		

Assignment Form	Proposal
Assignment Title	Digital Content Concept Design
Sub CLO4	- Students can create concepts and content plans that are in line with the intended communication goals and media platforms and integrate visual, audio, and narrative aspects in designing digital content.
Assignment Description	Students make a digital content concept design proposal that is in accordance with the intended communication goals and media platforms. Proposals must include visual, audio and narrative elements to be used in digital content.
Object of Study	Digital content concept
Assignment Work Method	Creative thinking, team discussion, online research
External Shape and Format Digital content concept design proposal	
Indicators and Rating Weights: Concept creativity, suitability with media objectives and platforms, integration of visual, audio, and narrative elements Assessment weight: 10%	
Implementation Schedule 4th meeting	

Others:	
References:	
Yogyakarta, 16 June 2023	
PANJI DWI ASHRIANTO	

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR PROGRAMME OF COMMUNICATION SCIENCE**		
3rd STUDENT ASSIGNMENT PLAN			
Course	**DIGITAL MEDIA PRODUCTION**		
Course Code	**1531152**	**Weightage of Credit Unit: 2 (2-0)**	**Semester: 7**
Lecturer	PANJI DWI ASHRIANTO		
Assignment Form	Report		
Assignment Title	Content Performance Analysis on Social Media		
Sub CLO10	- Students are able to identify and understand relevant performance metrics on social media, such as reach, engagement, conversions, and new followers.		

Assignment Description	Students identify and understand relevant performance metrics on social media, such as reach, engagement, conversions and new followers. They must carry out an analysis of digital content that has been published and prepare a report with findings and recommendations.
Object of Study	Published digital content
Method Assignment Work	Performance data analysis, online research

External Shape and Format

Content performance analysis report on social media

Indicators and Rating Weights

Quality of performance analysis, understanding of performance metrics, suitability of recommendations

Rating weight: 10%

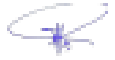
Implementation Schedule

11th meeting

Others:

References:

Yogyakarta, 16 June 2023

PANJI DWI ASHRIANTO	

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR PROGRAMME OF COMMUNICATION SCIENCE**		
4th STUDENT ASSIGNMENT PLAN			
Course	**DIGITAL MEDIA PRODUCTION**		
Course Code	**1531152**	**Weightage of Credit Unit: 2 (2-0)**	**Semester: 7**
Lecturer	PANJI DWI ASHRIANTO		
Assignment Form	Content publishing plan		
Assignment Title	Content Publication Strategy on Social Media		
Sub CLO9	- Students can plan and implement effective content publication strategies, including the use of hashtags, optimal timing, and audience targeting.		
Assignment Description	Students plan and implement an effective content publication strategy on social media. They should develop a plan that includes using hashtags, optimal timing, and targeting the right audience.		
Object of Study	Digital content to be published		
Assignment Work Method	Social media platform analysis, audience research, online research		

External Shape and Format Content publishing plan
Indicators and Rating Weights Suitability of publication strategy with goals and platforms, selection of hashtags and the right time, suitability of audience targeting Rating weight: 10%
Implementation Schedule 10th meeting
Others:
References:
Yogyakarta, 16 June 2023
PANJI DWI ASHRIANTO

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR PROGRAMME OF COMMUNICATION SCIENCE**		
5th STUDENT ASSIGNMENT PLAN			
Course	**DIGITAL MEDIA PRODUCTION**		
Course Code	**1531152**	**Weightage of Credit Unit : 2 (2-0)**	**Semester : 7**

Lecturer	PANJI DWI ASHRIANTO
Assignment Form	Individual presentation
Assignment Title	Digital Content Trends and Innovation
Sub CLO13	- Students are able to keep abreast of technological developments and the latest trends in digital content production
Assignment Description	Students conduct research on the latest trends and innovations in digital content production. They should present their findings and provide examples of content that follow those trends and innovations.
Object of Study	Trends and innovations in digital content production
Assignment Work Method	Online research, literature study
External Shape and Format Presentation with related slides and examples of content	
Indicators and Rating Weights Quality research, understanding of trends and innovations, informative presentations Rating weight: 10%	
Implementation Schedule 14th meeting	

Others:	
References:	
Yogyakarta, 16 June 2023	
PANJI DWI ASHRIANTO	