Creating Effective Digital Media Assignments

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Advancements in technology and communication tools in the 21st century have created a digital shift in society. A range of digital media skills and competencies are needed to be able to thrive and adapt to the evolving technological era. In education, digital tools have become invaluable for the lifelong learning process. With increased accessibility and availability of learning materials, and new ways of sharing information as well as the rise of multimedia-based learning, the benefits of digital literacy skills have been a key focus for educators.

Employers in today's ever changing digital society require adaptability to modern-day technologies. Digital literacy is key in preparation for the workforce in today's technological era. New graduates must understand how to consume, develop, and communicate digital material to succeed within any work field. One way to prepare students for their futures is through the development of digital literacy skills through media assignments. Digital learning tools provide students with the opportunity to learn through collaboration, connection, and innovation.

What is a digital media assignment?

A digital media assignment allows for students to demonstrate their understanding of course material using technology and digital tools. Digital media assignments may include:

- Videos
- Podcasts / Audio recordings
- Posters / Graphics
- Blogs
- Online magazines
- Web design
- Social media posts

- Digital essays and presentations

What are the benefits of digital assignments?

Digital assignments are key in developing digital literacy skills. They provide students with alternative forms of assessment allowing them to unlock their full creative potential. When students are provided with the opportunity to engage with digital media, the learning experience becomes experimental and interactive. Digital presentations, videos, posters, photo essays, and websites can all be used as alternatives to traditional modes of assessment such as written essays or multiple-choice tests. Digital media allow students to participate in an active learning experience and teach the ability to critically evaluate presented information from a vast variety of resources. Digital literacy teaches an understanding of complex issues from a diverse perspective, as well as digital citizenship.

Tools for Digital Media Project Creation

There are many tools available to educators and students for media project creation. Explore some of the resources below to engage students through digital projects such as websites, podcasts, explainer videos, infographics, presentations, and more.

Adobe Suite
As the first Adobe Creative Campus in Canada, Seneca College provides all students and employees free access to Adobe Creative Cloud. Students can use Adobe Audition for podcasting projects, Premiere Pro for editing videos, or Adobe Creative Cloud Express for graphic design works and web pages.

Audacity
Audacity is a free open-source audio editor. This software can be used for different types of audio projects, including podcasts and audio editing.

Figma
Figma is a web-based graphics editing and user interface design app. It can be used for designing mobile app interfaces, prototyping designs, and crafting social media posts.

Canva
Canva is a free graphic design website used to create visuals such as presentations, posters, and images. Users can access easy-to-use templates which make the design process simple and intuitive. Educators may use this site to prepare learning materials, whereas students may use this resource to create various digital media assignments.

PowToon
PowToon is a free online animation software used to create animated videos and clips. This

site allows users to transform traditional learning materials into an animated visual experience. PowToon is a great tool for students and educators to create educational explainer videos by adding narration and animated visuals to a script.

Pexels

When working with digital content, it's important to use copyright-free images, music, and videos. Pexels.com is a free stock photo and video website that allows users to find high-quality visuals that can be used for free. This resource is especially useful for presentations and media projects that require royalty-free content.

To learn more about digital media assignments, authentic and alternative assessments, contact the Teaching & Learning Centre about our VLS course – "Rethinking Assessment Strategies for Online Learning."

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