



الجامعة السعودية الإلكترونية
SAUDI ELECTRONIC UNIVERSITY
2011-1432

College of Science Theoretical Studies

Study plan for the Bachelor of Digital Media program

1445 AH - 2023 AD

Introduction

The Department of Electronic Media was established at the Saudi Electronic University with the establishment of the College of Science and Theoretical Studies based on the decision of the Higher Education Council in its (seventy-fifth) session on 1/2/1435 AH, and after the Council reviewed the memorandum of the General Secretariat of the Council in this regard, it took its decision No. (23/75) /1453) Judge the following: Approval of the establishment of the College of Science and Theoretical Studies at the Saudi Electronic University.

The importance and justifications for creating the program

The department was established to be a specialized department that keeps pace with the rapidly changing world of media as a result of technological developments. Therefore, it pays attention to several practices in the specialization, their effects and ethics, trying to comprehend all the branches of digital media so that its program is not only devoted to journalistic and media training for the student, but also enables him to expand his awareness and develop his skills in the fields of Several topics, such as writing journalistic texts and production skills, while highlighting the professional role of public relations in this digital age and other fields.

The directors of the Electronic Media Department are looking forward to attracting qualified people who wish to study the specialty in its advanced technical form and in its many attractive fields. Addressing a different dimension to the study of this program; Different from its counterparts in other universities, by combining the consolidation of theoretical concepts with skill applications in order to enhance the university's role and mission in this context.

Program Goals

Objectives:

1. Providing the student with information and knowledge related to digital media systems, legislation, ethics, theories and effects, the Internet and modern communication technologies.
2. Enabling students to prepare and produce media materials suitable for presentation via the Internet and its applications.
3. Developing students' abilities in conducting media research, audience and public opinion studies, and planning and implementing media campaigns.
4. Raising students' efficiency in criticizing and analyzing digital media materials.
5. Developing students' talents in using digital media technologies effectively.
6. Providing the appropriate environment to train students on operating and managing media platforms inside and outside the university.

Duration of study in the program

The Digital Media Program offers its courses at 8 academic levels, with the student completing the study in four years.

Program educational outcomes

The graduate in the Department of Electronic Media is expected to be

1. Familiar with the knowledge and skills necessary for media writing in general and writing in digital media in particular.
2. Able to deal with databases and various information sources.
3. Proficient in creating, designing and producing digital media materials, including multimedia, graphics and illustrations.
4. Able to manage digital websites and their contents.
5. Familiar with the characteristics and ethics of digital media.
6. Able to innovate and build smart applications related to digital media.
7. Familiar with media research methods, fields, and modern trends considering the spread of digital media.
8. Surrounding the requirements and methods of digital marketing and public relations.

Employment opportunities for graduates

Jobs for researchers and media specialists

1. Journalist editor jobs
2. Jobs for youth care and development researchers and specialists
3. Programmer jobs
4. Program Monitor Jobs
5. Program director jobs
6. Broadcaster's jobs
7. Publications controller jobs
8. Public relations officer and specialist jobs
9. Digital PR Specialist
10. Electronic marketing specialist
11. Photographer and maker of film and audio materials
12. An academic specializing in digital media
13. Multimedia journalist
14. Visual materials designer
15. Digital product
16. Specialized in animation industry.
17. Developer of digital advertising materials.

Study plan for the program

Bachelor in Digital Media The program contains 42 courses distributed over 8 semesters in 125 teaching units. The program is presented in Arabic

University requirements (26 credit hours)

M	Course Code	Course number	Course title	Credit Hours
	ENG003	003	English skills	8
	CS003	003	Computer Essentials	3
	CI003	001	Academic skills	2
	MATH003	003	Fundamentals of Math	3
	COMM003	001	Communication skills	2
	ISLM	101	Islamic faith	2
	ISLM	102	Professional Conduct & Ethics in Islam	2
	ISLM	103	Islamic economic system	2
	ISLM	104	Islamic social system	2

College requirements (99 credit hours)

M	Course Code	Course number	Course title	Credit Hours
	DMED	101	Introduction to digital media	3
	ARB	211	Arabic Composition I	3
	DMED	102	Graphic Designing I	3
	DMED	103	Theories of Mass Communication	3
	DMED	201	Digital photography	3
	DMED	202	News editing	3
	DMED	203	Introduction to communication technology	3
	DMED	204	Graphic Designing II	3
	ARB	260	Applied Arabic Grammar	3



	DMED	205	Digital media law and ethics	3
	DMED	206	Digital Public Relations	3
	DMED	207	Feature & Narrative Journalism	3
	DMED	306	Media creativity	3
	DMED	208	Digital publishing	3
	DMED	301	Writing and blogging	3
	DMED	408	Digital media management	3
	DMED	302	Montage	3
	DMED	333	Digital marketing	3
	DMIT	202	Human-Computer interaction	3
	DMED	304	TV Production	3
	DMED	403	Advertising strategies	3
	DMED	405	Media research	3
	DMED	305	Scriptwriting	3
	DMED	402	Smartphone journalism	3
	DMSO	101	Social Psychology	3
	DMED	303	Digital Organizational Communication	3
	DMED	404	Animation	3
	DMED	409	Graduation Project	3
	DMED	406	Digital media Criticism and Analysis	3
	DMED	407	Study Cases in Digital Media	3
	DMLO	101	Logical Thinking	3
	DMPS	101	Introduction to political science	3
	DMED	401	Practical Training	3



Structuring the program according to requirements

#	Course Code	Course Name	Credit hours	Previous requirements
1	ENG003	English skills	8	
2	CS003	Computer Essentials	3	
3	CI003	Academic skills	2	
4	MATH003	Fundamentals of Math	3	
5	COMM003	Communication Skills	2	
6	DMED 101	Introduction to digital media	3	Passing the first semester courses
7	Arb 211	Arabic Composition I	3	Passing the first semester courses
8	DMED 102	Graphic Designing I	3	Passing the first semester courses
9	DMED 103	Theories of Mass Communication	3	Passing the first semester courses
10	DMED 201	Digital photography	3	Introduction to digital media
11	DMED 202	News editing	3	Arabic Composition I
12	DMED 203	Introduction to communication technology	3	Introduction to digital media
13	DMED 204	Graphic Designing II	3	Graphic Designing I
14	Arb 260	Applied Arabic Grammar	3	
15	ISLM 101	Islamic faith	2	
16	ISLM 102	Professional Conduct & Ethics in Islam	2	
17	DMED 205	Digital media law and ethics	3	
18	DMED 206	Digital Public Relations	3	Introduction to communication technologies
19	DMED 207	Feature & Narrative Journalism	3	News editing
20	DMPS 101	Introduction to political science	3	
21	DMED 208	Digital publishing	3	Introduction to communication technology



22	DMED301	Writing and blogging	3	Arabic Composition I News editing
23	ISLM 103	Islamic economic system	2	ISLM 101
24	DMLO 101	Logical thinking	3	
25	DMED 302	Montage	3	
26	DMED303	Digital Organizational Communication	3	
27	DMIT202	Human-Computer interaction	3	
28	DMED 304	TV production	3	Digital photography Montage
29	DMED 333	Digital marketing	3	
30	ISLM 104	Islamic social system	2	ISLM 102
31	DMED 305	Scriptwriting	3	News editing
32	DMED 306	Media creativity	3	Digital photography
33	DMSO 101	Social Psychology	3	Montage
34	DMED 402	Smartphone journalism	3	Digital marketing
35	DMED 403	Advertising strategies	3	
36	DMED404	Animation	3	
37	DMED 405	Media research	3	
38	DMED 408	Digital media management	3	Digital media law and ethics
39	DMED 406	Digital media Criticism and Analysis	3	Social Psychology
40	DMED 407	Study Cases in Digital Media	3	Social Psychology
41	DMED 401	Practical Training	3	Finish level seven successfully
42	DMED 409	Graduation Project	3	Finish level seven successfully
the total			125	



Structuring the program according to levels

Level One

#	Course Code	Name of the rapporteur	Credit hours	Prerequisites
1	CS 003	Computer Essentials	3	nothing
2	CI003	Academic skills	2	nothing
3	ENG003	English skills	8	nothing

Level Two

#	Course Code	Name of the rapporteur	Credit hours	Prerequisites
1	COMM003	Communication skills	2	CS 003; CI003; ENG003
2	DMED101	Introduction to digital media	3	CS 003; CI003; ENG003
3	DMED 102	Graphic Designing I	3	CS 003; CI003; ENG003
4	DMED 103	Theories of Mass Communication	3	CS 003; CI003; ENG003
5	ARB 211	Arabic Composition I	3	CS003 ؛ CI003؛ENG003 or CS001؛ CI001؛ ENG001
6	MATH003	Fundamentals of Math	3	CS 003; CI003; ENG003

Level Three

#	Course Code	Name of the rapporteur	Credit hours	Prerequisites
1	DMED 201	Digital photography	3	DMED 101
2	DMED202	News editing	3	ARB 211
3	DMED 203	Introduction to communication technology	3	DMED 101
4	DMED 204	Graphic Designing II	3	DMED 102
5	ARB 260	Applied Arabic Grammar	3	ARB 211
6	ISLM 101	Islamic faith	2	

Level Four



#	Course Code	Name of the rapporteur	Credit hours	Prerequisites
1	ISLM 102	Professional Conduct & Ethics in Islam	2	
2	DMED205	Digital media law and ethics	3	
3	DMED 206	Digital Public Relations	3	DMED 203
4	DMED 207	Feature & Narrative Journalism	3	DMED 202
5	DMPS 101	Introduction to political science	3	
6	DMED 208	Digital publishing	3	DMED 203

Level Five

#	Course Code	Name of the rapporteur	Credit hours	Prerequisites
1	DMED 301	Writing and blogging	3	DMED 202; ARB 211
2	ISLM 103	Islamic economic system	2	ISLM 101
3	DMLO101	Logical thinking	3	
4	DMED 302	Montage	3	
5	DMED 303	Digital Organizational Communication	3	
6	DMIT 202	Human-Computer interaction	3	

Level Six

#	Course Code	Name of the rapporteur	Credit hours	Prerequisites
1	DMED 304	TV production	3	DMED 201; DMED 302
2	DMED333	Digital marketing	3	
3	ISLM 104	Islamic social system		ISLM 102



4	DMED 305	Scriptwriting	3	DMED 202
5	DMED 306	Media creativity	3	DMED 201
6	DMPS 101	Social Psychology	3	

Level Seven

#	Course Code	Name of the rapporteur	Credit hours	Prerequisites
1	DMED402	Smartphone journalism	3	DMED 302; DMED 304
2	DMED403	Advertising strategies	3	DMED 333
3	DMED 404	Animation	3	
4	DMED 405	Media research	3	
5	DMED 406	Digital media Criticism and Analysis	3	DMSO101
6	DMED 408	Digital media management	3	DMED 205

Level Eight

#	Course Code	Name of the rapporteur	Credit hours	Prerequisites
1	DMED407	Study Cases in Digital Media	3	DMSO101
2	DMED40	Practical Training	3	Finish level seven successfully
3	DMED409	Graduation Project	3	Finish level seven successfully



Course description for the program

Course Name	Introduction to digital media
Course Code	DMED 101
Prerequisites	CS 003; CI003; ENG003
Credit hours	3
Contact hours	2
Course description	This course aims to introduce students to how communication technology is shaped, recalling the historical stages witnessed in the field of media, leading to the radical changes that the world has witnessed in the field of communication technology, including the global information network, interactive media, and methods of professional dealing with them from The angle of the communicator, as well as the effects that this development has had on societies.
Vocabulary	<ol style="list-style-type: none">1. The concept of digital media2. The development of information technology: a historical view3. World Wide Web (Internet).4. The emergence of digital media and its impact on traditional media5. Digital media in Saudi Arabia (popularity/future)6. Top influencers. (sites/people)7. The importance of digital media in today's world.8. Digital media: a general view9. Characteristics of digital media10. The future of digital media. (Changes/Expectations)11. Digital Media Audiences: Building a Digital Society12. Citizen journalist13. Economics of digital media14. Censorship in digital media

Course Name	Graphic Designing I
Course Code	DMED 102
Prerequisites	CS 003; CI003; ENG003
Credit hours	3
Contact hours	2



Course description	Introduction to digital design to give the student of specialization the ability to develop a mechanism for practicing a preliminary form of digital design methods, by presenting the scientific concept of the subject, the most prominent theories, forms of practice, and importance for the professional future, as well as the most prominent current examples used. This course provides the basic tools for the major's student, and it is also a basic requirement.
Vocabulary	<ol style="list-style-type: none">1. Introduction to visual communication2. Graphic designing concept3. Graphic designing features4. Basics and principles of graphic designing5. Scientific concepts of graphic design6. Drawing ideas7. Colors in graphic design8. Color theories9. Balance10. Calligraphy in graphic design11. Art in graphic design12. Graphic design tools13. Basic programming skills14. The most important design programs15. practical training

Course Name	Theories of Mass Communication
Course Code	DMED103
Prerequisites	CS 003; CI003; ENG003
Credit hours	3
Contact hours	2
Course description	This course aims to enable the student to know the theories of the means of communication and the nature of the influence of digital media in light of scientific theories, and its role in shaping public opinion and its trends. The student is given an introduction to the science of communication, through which he presents the most important models of communication on which communication messages are built, and the scientific elements. Communication and its components, and the role of the communicator in the media.



Vocabulary	<ol style="list-style-type: none">1. Communication concept2. Contact forms3. Digital communication4. Media communicator5. Audience characteristics and limits of influence6. Public use of media7. The concept of media influence8. Areas of media influence9. Influence theories and their applications to digital media10. Direct influence theories. And theories of indirect influence11. Selective influence theories12. general opinion13. The role of digital media in shaping public opinion:14. The dialectic of the relationship between the term media and communication
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Course Name	Digital photography
Course Code	DMED 201
Prerequisites	DMED 101
Credit hours	3
Contact hours	2
Course description	This course aims to introduce students to the basic principles of photography and provide them with the necessary experience to use modern techniques in artistic photography. It also aims to provide learners with skills related to digital photography and the use of computer programs related to editing, processing and printing digital images, in addition to using images and benefiting from them in all fields.



Vocabulary	<ol style="list-style-type: none">1. Traditional and digital photography2. The importance of digital photography3. Fields of photography: still life photos, people photos, landscapes, etc.4. Composition elements in a photograph5. Types of cameras6. Types of lenses7. Lighting characteristics8. Types of optical illusions9. Colors from a psychiatry and psychology perspective10. Edit images and colors11. Photography using phones and smart devices12. Technical problems13. Unconventional images14. practical training15. Power point
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Course Name	News editing
Course Code	DMED 202
Prerequisites	ARB 211
Credit hours	3
Contact hours	2
Course description	The course aims to introduce students to the arts of journalistic editing, their sources, and how to obtain information, and to develop the basic skills of journalism, by helping students differentiate between editorial forms (news, news report, and media statement). The course also aims to provide students with knowledge of the methods of editing news materials and their practical applications.



Vocabulary	<ol style="list-style-type: none">1. Arts News2. News and news sources3. Writing simple news4. Practical application in editing simple news (1)5. Practical application in writing simple news (2)6. Writing the complex news7. Practical application in editing complex news (1)8. News report (press coverage)9. Practical application in editing news reports (1)10. Practical application in editing news reports (2)11. Media statement12. Examples of media statements13. Using articles and words to write media releases14. Practical application in editing the media statement15. Training
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Course Name	Introduction to communication technology
Course Code	DMED 203
Prerequisites	DMED 101
Credit hours	3
Contact hours	2
Course description	The course aims to introduce the stages of technological development witnessed by the media and communication, in addition to understanding technological innovations, their goals, uses and effects.
Vocabulary	<ol style="list-style-type: none">1. Stages of technological development of media and communication2. Technological innovations3. Satellites4. Press technology5. Digital journalism6. Radio technology7. Smartphone technology8. The Internet and its modern applications9. Developments in modern technology (a forward-looking view).10. Public relations and technology11. Advertising and modern technology12. Political media and technology13. Virtual video games and present value\



	14. The impact of communication technology and digital media on the recipient audience
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Course Name	Graphic Designing II
Course Code	DMED 204
Prerequisites	DMED 102
Credit hours	3
Contact hours	2
Course description	Providing the student with an applied dose of the most important graphic design programs, so that the student acquires the necessary skills for professional design by presenting methods for dealing with the tools of these programs and mastering their capabilities and how to benefit from them in producing creative, innovative and distinctive artistic and design works that are appropriate to the labor market related to all forms of design. And it is appropriate for all diverse fields at the level of advertising and various traditional or digital media, whether printed, read, audio or visual.



Vocabulary	<ol style="list-style-type: none">1. Basic working principles in Photoshop2. How to use Photoshop3. Methods for adjusting shadows, light focus areas, and colors in Photoshop4. Methods for dealing with Selections, Paths, and Masks5. Advanced methods for working with paths and shapes in Photoshop6. Designing images using Layer Styles in Photoshop7. Installing images and montage methods in Photoshop8. Filters and special effects methods in Photoshop9. Methods of dealing with text types in Photoshop10. Working with video and animation in Photoshop11. Basic working principles in InDesign12. Working with images, tables, and colors in InDesign13. Advanced features in InDesign14. Final preview and print files in InDesign15. Digital documents and books in InDesign
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Course Name	Digital media law and ethics
Course Code	DMED 205
Prerequisites	-
Credit hours	3
Contact hours	2
Course description	The revolution in digital communication technology has led to an unprecedented expansion in the interaction of the public of all categories with the media, especially digital media, and its practitioners, as those in charge of communication, have become familiar with the ethics and laws that must be adhered to. This course aims to introduce students to the ethics and laws that govern professional practices in the new media space.



Vocabulary	<ol style="list-style-type: none">1. Introduction to media ethics2. Media policy in the Kingdom of Saudi Arabia3. An overview of digital media ethics4. A comprehensive overview of digital media systems around the world5. Sources of media ethics6. Factors affecting digital media ethics7. Values of digital media practice8. Media codes of honor9. Digital piracy10. Challenges of applying digital media ethics11. Media ethics considering new digital phenomena12. Challenges of digital publishing13. Censorship in the digital media space14. Digital crimes15. A study of prominent cases in digital media ethics
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Course Name	Digital Public Relations
Course Code	DMED 206
Prerequisites	DMED 203
Credit hours	3
Contact hours	2
Course description	<p>This course aims to introduce the student to public relations in general, its development and models, its role in the organization as a means of communicating with its various audiences, and the role of the public relations practitioner in enhancing the image of the organization through public relations programs, and to shed light on what is now called digital public relations and what has occurred in this field. Development in digital practice, by identifying ways in which the Public Relations Department employs new media in all its forms to serve the organization and manage its reputation.</p>



Vocabulary	<ol style="list-style-type: none">1. Public relations2. Digital PR3. Public relations theories and models4. Public relations and new media5. Writing for digital PR6. Development of public relations methods7. Planning in public relations8. Types of planning - stages of planning9. Public relations and crises10. Crisis levels11. Planning to confront the crisis12. Public relations structure13. Organizing digital conferences and seminars14. Mental image and public relations campaigns15. Models for successful public relations management in the Kingdom of Saudi Arabia
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Course Name	Feature & Narrative Journalism
Course Code	DMED 207
Prerequisites	DMED 202
Credit hours	3
Contact hours	2
Course description	The course aims to introduce students to the arts of journalistic editing (press interview, press investigation, and press article), their sources and how to obtain their information, provide students with knowledge of the methods of writing editorial materials and their practical applications, and provide models and practical applications on the forms of editing editorial materials.



Vocabulary	<ol style="list-style-type: none">1. Press interviews2. Show examples of press interviews3. Practical application (1)4. Complete the application (1)5. Journalistic investigation6. Show examples of journalistic investigations7. Practical application (2)8. Complete the application (2)9. Complete the application (2)10. The newspaper article in theory11. View samples of newspaper articles12. Practical application (3)13. Practical application (4)14. Practical application (5)15. Ethics of news publishing
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Course Name	Introduction to political science
Course Code	DMPS 101
Prerequisites	-
Credit hours	3
Contact hours	2
Course description	This course aims to introduce the student to the basic principles of political science and the group of sciences belonging to his field of knowledge, such as political theory, political systems, political life, public opinion, and international relations, as a logical introduction for specialized students of political science, and a comprehensive overview of political science for their non-specialized counterparts.



Vocabulary	<ol style="list-style-type: none">1. Introducing political science and its relationship to other social sciences2. History of political theory3. Political systems4. Political life and public opinion comprise this sector5. International Relations6. Democracy7. Dictatorship8. Phenomena affecting the international community9. Foreign Policy10. Science of power11. Factors affecting the international community12. Globalization13. Agreements14. Ability science15. International organizations and politics
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Course Name	Digital publishing
Course Code	DMED 208
Prerequisites	DMED 203
Credit hours	3
Contact hours	2
Course description	This course aims to introduce students to the concept of digital publishing and the most prominent specialized programs and applications for publishing on digital platforms, clarifying the elements and stages of the publishing process (planning, text and image processing, directing), providing them with programming skills and foundations, and understanding the ethics and rights that the publisher is committed to and observes, along with the application. Practicality of what was studied.



Vocabulary	<ol style="list-style-type: none">1. The concept of digital publishing2. Visual Sciences in Digital Publishing3. Digital publishing platforms (web)4. Digital publishing platforms (tablets)5. Digital publishing platforms (external displays)6. Digital publishing programs7. Stages of the digital publishing process (planning)8. Stages of the digital publishing process (text and image processing)9. Stages of the digital publishing process (output.)10. Digital publishing elements (text, image, illustrations)11. Interactive content12. Programming skills for digital publishing13. Digital publishing ethics14. Practical training (1)15. Practical training (2)
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Course Name	Writing and blogging
Course Code	DMED 301
Prerequisites	DMED 202, ARB 211
Credit hours	3
Contact hours	2
Course description	The course aims to introduce students to the technical characteristics of texts written on the web and social networks, and to give them the ability to differentiate between writing for print and writing for the web, to understand how to organize a page on the Internet, to be familiar with the general principles of writing on the Internet, and to introduce digital editing platforms and explain their characteristics.
Vocabulary	<ol style="list-style-type: none">1. Technical characteristics of digital text.2. Writing for online readers3. Blogging standards4. Principles of writing for the Internet5. Build reader confidence6. Practical application (1)7. Content strategy and style guide8. Create blogs.9. Blogging on Facebook and LinkedIn10. Twitter blogging11. Link accounts and coordinate content



	<ol style="list-style-type: none">12. Maintaining the content of the website or account13. Using journalistic methods to summarize online content14. Practical applications on digital writing forms15. Daily blogging
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Course Name	Logical thinking
Course Code	DMLO 101
Prerequisites	-
Credit hours	3
Contact hours	2
Course description	This course aims to provide the student with the basic knowledge and skills of logical thinking, forms of logical thinking, argumentation, and reasoning methods.
Vocabulary	<ol style="list-style-type: none">1. Thinking2. Logic3. Science4. indication5. Types of pronunciation6. the meaning7. Arguments8. Basic laws of logic9. Issuing judgments10. Intuitive judgment11. Inferential judgment12. Controversy industry or debate etiquette13. Critical thinking14. Logical boundaries15. Relationships and personality

Course Name	Montage
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Course Code	DMED 302
Prerequisites	-
Credit hours	3
Contact hours	2
Course description	<p>This course aims to teach the student the basics of the art of creative montage, how to operate nonlinear programs, and how to edit images and audio materials. It also aims to increase his understanding of artistic and creative processes as an important part of visual or audio production. He will also learn how to sort and then select waste materials from raw materials such as pictures or clips to carry out creative work according to the latest methods in order to present his story in the best way. The course will present fine artistic works to enhance the trainee's visual and auditory taste</p>
Vocabulary	<ol style="list-style-type: none">1. Introduction to montage and its importance2. History of montage3. Editing ethics4. Editing, tools and programs “laboratory”5. Audio Editing6. Visual montage7. Audio Slideshows8. Running non-linear montage programs9. Practical training on using effects10. Live editing from the web11. Editing via handheld devices12. Montage purposes13. Dealing with malfunctions and technical problems14. practical application15. Business offers

Course Name	Digital Organizational Communication
Course Code	DMED 303
Prerequisites	-
Credit hours	3
Contact hours	2



Course description	The course aims to understand the theoretical principles of organizational communication and the changes that have occurred in the environment of organizations as a result of digital communication technologies. It also aims to combine theory and practice in accordance with modern trends in organizational and collective human communication. From it, the student learns the basic skills that enhance internal communication among employees, including creative thinking skills in creating communication content and managing social networks within the organization.
Vocabulary	<ol style="list-style-type: none">1. Introduction to organizational communication2. Communication in schools of thought3. The most prominent theories of organizational communication4. Identify the internal audience and know its age and cultural characteristics5. Digital communication processes6. Communicative functions of institutional culture7. Interactive internal communication means8. Practical applications on interactive internal communication management9. Practical applications on interactive internal communication management10. Digital communication management for events and events11. Digital research and dissemination of results12. Digital social responsibility programs13. Practical training (1) Creative project for internal communication14. Practical training (2) A creative project for a future program for social responsibility15. Displaying the student's creative production during the course

Course Name	Human-Computer interaction
Course Code	DMIT 202
Prerequisites	-
Credit hours	3
Contact hours	2
Course description	The course aims to introduce trends, principles, and theories related to human-machine interaction, and guide the student to use interactive systems, manage design processes, and manipulate virtual and interactive environments, in order to achieve cooperation, participation, and balance between function and design with quality of service.



Vocabulary	<ol style="list-style-type: none">1. Use of interactive systems2. Guidelines, principles and theories3. Design process management4. Evaluation of interface designs5. Live processing and virtual environments6. Menu selection, form filling, and dialog boxes7. Commands and natural languages8. Interaction devices9. Collaborate and participate in social media10. Quality of service11. Balancing function and design12. User guide and online help13. search for information14. Data visualization
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Course Name	TV production
Course Code	DMED 304
Prerequisites	DMED 201, DMED 203
Credit hours	3
Contact hours	2
Course description	This course aims to provide the student with the basic knowledge and skills of television production and to clarify its elements, components, and forms. The student also learns about the roles of the director in the pre-production and production processes and acquaints him with the most prominent types of cameras, lenses, types of shots, and camera movements, in addition to presenting the various aspects that affect production, such as Photography, lighting, decoration, and audio recording.



Vocabulary	<ol style="list-style-type: none">1. Introduction to production management2. Pre-production stage3. Production stage4. TV cameras5. Lenses6. TV makeup7. the sound8. Principles of directing9. Montage10. Field TV report11. Television lighting techniques12. Television digital archiving13. practical application14. Practical application and project presentation15. Producers
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Course Name	Digital Marketing
Course Code	DMED 333
Prerequisites	-
Credit hours	3
Contact hours	2
Course description	This course examines the common strategies in marketing goods and services via the Internet, which extend from public relations and corporate communication to advertising, promotion, and digital commerce. The course prompts students to discover and evaluate various online marketing and communication strategies and methods. It focuses on evaluating basic skills such as planning, developing and designing the website and other factors that contribute to the success of any website.



Vocabulary	<ol style="list-style-type: none">1. The concept of digital marketing and its basic elements2. Internet Value Chain3. Branding and Video Marketing4. Elements of visual persuasion in digital advertising, and methods of purchasing attraction5. Email marketing to build customer and business relationships6. Marketing via social networks7. Acquiring and converting customers in the field of marketing between one company and another Business to Business - B2B) and in the field of marketing between the company and consumers (Business to Consumers - B2C)8. Develop and manage customer relationships9. Developing and maintaining effective Internet sites10. Customer service and support11. Measure and evaluate online marketing programs12. The consumer in the era of digital marketing13. Strategic planning for digital marketing14. International marketing15. Privacy and information security
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Course Name	Scriptwriting
Course Code	DMED 305
Prerequisites	DMED 202
Credit hours	3
Contact hours	2
Course description	This course aims to enable the student to know the methods of writing texts for visual and audio platforms in the world of digital media and to strengthen his sensory side in simple, clear or aesthetically pleasing writing in order to create cohesive visual and audio content, whether the text is for a dramatic, narrative, news, documentary, advertising or other purpose. Even when it comes to the video game and animation industry.



Vocabulary	<ol style="list-style-type: none">1. Introduction to the arts of writing in the digital age2. The concept of written language, visual language, and auditory language3. Script writing skills4. Writing before production5. Writing to the image6. Visual and audio effects in the text7. Writing for dramatic content8. Writing for documentaries9. Writing a news story10. Writing the human story11. Writing for entertainment content12. Writing for visual and audio advertising13. Writing for video games14. Submit a text writing project and present it15. Script writing for short films
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Course Name	Media creativity
Course Code	DMED 306
Prerequisites	DMED 201
Credit hours	3
Contact hours	2
Course description	<p>This course aims to provide the student with creative knowledge and skills in digital media, and to enable him to use several different techniques to generate and develop ideas to understand the stages of the creative process, and how to use them effectively, while employing successful examples and experiences of various creative projects in digital media.</p> <p>Note: This course comes after the student's second year, after he has been established with the knowledge necessary for the specialization.</p>



Vocabulary	<ol style="list-style-type: none">1. The concept of creativity2. Creativity in the media3. Media creativity skills4. Creative thinking5. Sources of inspiration6. Stages of applying the creative process7. Applied methods for media creativity8. Areas of creativity in digital media9. Factors affecting creativity in digital media10. Digital software for creative work11. Creative environment12. Key elements in implementing creative work13. Training on creativity in digital media14. Successful creative models15. Obstacles to creative work
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Course Name	Social Psychology
Course Code	DMPS 101
Prerequisites	-
Credit hours	3
Contact hours	2
Course description	The course aims to get to know the basic concepts in social psychology, as well as to learn about the relationship of social psychology to other sciences in psychology and other sciences, and to know the theories of social psychology in terms of the extent of agreement and difference between them, and to become familiar with some of the social problems specific to society and to acquire the skill of observing social problems. Practicing effective communication skills in life, and applying scientific research skills in the field of studying social psychology and evaluating its problems ...



Vocabulary	<ol style="list-style-type: none">1. Introduction to social psychology, and its relationship to other sciences.2. Socialization3. Psychological trends, their definition and characteristics4. Group standards, determinants, and causes5. The behavior6. The leader and behavior Administrative in Family And society7. Values and their educational applications8. Social roles (using the Social Role Attitudes Scale)9. Aggressive behavior within the context of group dynamics10. Social educational applications on the topic of aggressive behavior11. Social interaction and its role in society12. Social behavior and intolerance13. Social perception and its importance in daily life14. Ways to gain self-knowledge15. Social influence in daily life16. Personal relationships: loneliness, attraction, and repulsion
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Course Name	Smartphone journalism
Course Code	DMED 402
Prerequisites	DMED 302, DMED 304
Credit hours	3
Contact hours	2
Course description	This course aims to enable the student to raise his abilities from traditional production to production via smart phones, especially in visual and audio production. This course requires undergoing many practical exercises that develop his skills and enhance his awareness and concepts that he learned in the previous courses.
Vocabulary	<ol style="list-style-type: none">1. Introduction to the smartphone revolution2. Introduction to smartphone equipment3. External photography and recording4. Story telling skills5. Practical training (Photography 1)6. Practical training (Photography 2)7. Practical training (montage)8. Practical training (live broadcast)9. Practical training (graphics 1)10. Practical training (graphics 2)11. Practical training (long report)12. Training outside the hall



	13. Practical training (Newsroom 1) 14. Presentation and evaluation of projects
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Course Name	Advertising strategies
Course Code	DMED 403
Prerequisites	DMED 333
Credit hours	3
Contact hours	2
Course description	This course aims to introduce the student to the concepts and basics of advertising, planning and implementing advertising campaigns, and to identify the dimensions the advertiser must consider. In it, the student is introduced to the elements of advertising and the stages of the advertising process, and the student is informed of the patterns and forms of advertising and how to choose the appropriate ones and implement them effectively. Learn about advertising methods and how the advertising message is formulated in accordance with the medium and the audience it is directed to.
Vocabulary	<ol style="list-style-type: none">1. What is advertising?2. The evolution of advertising3. Advertising planning4. Advertising, identity and branding5. Factors affecting the advertising industry6. Economics of advertising7. Stages of the advertising process8. Advertising and creative thinking9. Advertisement and message10. Advertising and the consumer11. Advertising campaigns12. Media. Choice of method, nature of the method13. Advertising agencies



	14. Evaluation and development 15. Advertising and technology
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Course Name	Animation
Course Code	DMED 404
Prerequisites	-
Credit hours	3
Contact hours	2
Course description	This course aims to provide the student with the basic knowledge and skills to draw and animate digital images and texts, and to clarify the elements, components, and forms of producing these drawings. It also helps the student employ mental abilities in the diversity of movement of shapes and acquire the skill of drawing and imagination using the means of modern technologies in the field of animation.
Vocabulary	<ol style="list-style-type: none">1. Introduction to animation2. History of animation3. Future trends of animation4. Principles and theories of animation5. Stages of animation production6. Ideas and themes for animation7. Novel and narrative in animation8. Character and background design9. Fundamentals of animation10. Digital animation tools11. Visual effects12. Editing and sound for animation13. Digital export, publishing and distribution14. Criticism and analysis of animation



	15. International schools in animation
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Course Name	Media research
Course Code	DMED 405
Prerequisites	-
Credit hours	3
Contact hours	2
Course description	This course aims to introduce students to the foundations of research, its methods and approaches, while enabling them to conduct a group of research in an applied manner, urging them to provide models for different types of research, and accustoming them to practicing the mechanisms of analyzing and extracting information using appropriate statistical programs, especially SPSS. Training in extracting information from digital databases and learning about the optimal methods for managing research, which gives the student the ability to organize research and follow a clear and correct path.
Vocabulary	<ol style="list-style-type: none">1. Introduction to media research2. Initial steps in media research3. Key elements in media research4. Media research communities and samples5. Survey media studies6. Field and experimental studies7. Content analysis8. Journalism research9. Audio-visual media research10. Means of measuring audience size11. Public relations research12. Digital media research



	13. Marketing communication and advertising research 14. Analyze information and extract results
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Course Name	Digital media Criticism and Analysis
Course Code	DMED 406
Prerequisites	DMSO 101
Credit hours	3
Contact hours	2
Course description	This course aims to enhance critical thinking among students, and provide them with analytical tools that enable them to place digital media materials in their contexts, and to appreciate the extent of their technical and aesthetic efficiency, and the quality of the content, by presenting many practical applications and models for the materials provided by digital media.
Vocabulary	<ol style="list-style-type: none">1. General concepts2. Differentiating between popular criticism and scientific criticism of the media, and the importance of digital media criticism3. Media criticism tools4. Critical approaches to digital media5. Psychoanalytic critique of digital material6. Practical application (1)7. Criticism based on social analysis of digital material8. Practical application (2)9. Criticism based on ideological analysis10. Practical application (3)11. Practical application (4)12. Practical application (5)13. Practical application (6)14. Practical application (7)



Course Name	Digital media management
Course Code	DMED 408
Prerequisites	DMED 205
Credit hours	3
Contact hours	2
Course description	This course aims to provide the student with the knowledge and skills necessary to establish digital media departments, design structures, and manage human resources, plan and develop them. The course also provides him with the knowledge and skills necessary to manage general accounts and different types of specialized accounts.
Vocabulary	<ol style="list-style-type: none">1. Basic concepts in public administration2. The concept of digital media management and its characteristics3. Planning digital media departments4. Organizing digital media departments5. Digital management6. financial management7. Human resources management in digital media departments8. Oversight of performance and content in digital media departments9. Leadership10. Decision making11. Administrative Communications12. Financial decisions13. Integration between digital and traditional media management14. Risk management in digital media15. Investing in digital media

Course Name	Study Cases in Digital Media
Course Code	DMED 407
Prerequisites	DMSO 101
Credit hours	3
Contact hours	2



Course description	<p>This course aims to deepen students' understanding of the digital media specialization by selecting topics, issues, phenomena or experiences in the field of specialization and learning about their origins, development, and the factors affecting their arrival in the limelight, or their failure, so that they are discussed in a way that contributes to strengthening the personality. Students</p> <p>The selection of the case is a renewable matter and is linked to the extent of the phenomenon's presence in the time period for teaching the course. Determining the topics is subject to that period and its circumstances and in accordance with the vision of the course professor and with the mandatory approval of the department's Scientific Council.</p> <p>Students discuss 14 academic topics during the semester, which are determined by the subject professor, while providing them with the necessary resources in the Arabic language and supporting them in research and investigation.</p> <p>During the semester, each student presents a research paper that discusses a pre-determined topic and reviews a case or issue related to the topic and its impact on the fields of media and digital media.</p> <p>Students discuss the topic presented through dialogue and discussion groups during lectures, in addition to their contributions to the discussion board on Blackboard. Students' contributions to the discussion board are supported by sources related to the main topic.</p>
Vocabulary	<p>Introducing the case studies, the concept, influencing factors, elements of analysis, methods of analysis and analysis, and lessons learned</p> <p>A topic is chosen by the professor and presented as a model for students to benefit from in their choices for the following units</p> <p>Select case studies for students and discuss them during the following weeks.</p>

Course Name	Graduation Project
Course Code	DMED 409
Prerequisites	Passed level 7
Credit hours	3
Contact hours	2



Course description	<p>An applied scientific project, which aims to measure the student's ability to apply the skills and knowledge he acquired during his previous study period and in a specific field of digital media, which will contribute to building his professional personality in the media industry.</p> <p>Project outcomes: A digital media project that achieves the main objectives of the Bachelor of Digital Media program, in an applied manner, and provides a scientific addition directly to the student and to the entities and departments related to the project.</p> <p>Project controls:</p> <p>Adherence to the course description in all details of the graduation project.</p> <p>Adherence to the models specified in the course description.</p> <p>Commitment to the course procedures in choosing the supervisor and the project idea.</p> <p>The graduation project is carried out by one student, or a group of students, with a total number not exceeding three students, provided that their roles and sub-outputs for each role are specified in the project plan, in order to achieve the objectives of the course, and each student is evaluated according to his specific role and its sub-outputs.</p> <p>The student is committed to implementing the graduation project himself, without seeking help from other parties, in all stages and details of the project.</p>
Vocabulary	<ol style="list-style-type: none">1. Tracks2. The idea3. the plan4. Models5. Controls6. Supervision And evaluation7. Project report

Course Name	Training Practical
Course Code	DMED 401
Prerequisites	Passed level 7
Credit hours	3
Contact hours	2



Course description	<p>The practical training course aims to provide students with the basic skills that a digital media student should acquire by applying them practically with media institutions and entities in accordance with what was previously studied theoretically in his academic studies within one of the fields of practice, with the aim of helping the student to acquire various knowledge and refine his professional growth by linking knowledge. Theory and practical application, for example: television production, media uses of social networks, use of modern technology tools, digital marketing and digital tools, graphic design, interactive writing and blogging for websites, digital publishing and content creation, management of social networks and news sites.</p>
Objectives of practical training	<p>Enabling the student to apply the knowledge and skills acquired from theoretical and applied courses in the department's academic plan</p> <p>Helping the student to identify application paths in his or her sub-specialization field and contribute to building a professional personality and highlighting his or her abilities in a professional environment.</p> <p>Increasing job recruitment opportunities for male and female students of the department during cooperative training.</p> <p>Enriching the experiences of male and female university students by linking academic studies in the classroom with realistic practical situations in the work environment</p> <p>Providing the opportunity for male and female students to discover their professional interests in their field of academic specialization.</p> <p>Developing innovative and creative thinking in solving problems and making practical decisions with confidence.</p> <p>Helping the student deal with the various pressures he may face in the labor market.</p> <p>Providing trainee students with all the behavioral tendencies that should be characterized by specialists in their field.</p>