KU5SECENG302: DIGITAL MEDIA SKILLS

Semester	Course Type	Course Level	Course Code		Credits	Total Hours
5	SEC	300-399	KU5SECENG302		3	60
Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	25	50	75	1.5

Course Description:

This course introduces students to the fundamentals of digital media, digital communication, and contemporary online practices. It familiarizes learners with Google Workspace applications, self-publishing platforms, Microsoft Office and LibreOffice tools, and emerging Artificial Intelligence platforms used in academic, professional, and creative contexts. The course also develops students' practical digital skills in collaborative learning, professional communication, content creation, ethical AI use, and critical media literacy, enabling them to become responsible and effective digital citizens.

Course Prerequisite:

Basic computer literacy and familiarity with smartphones, internet browsing, and social media platforms.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Explain the concepts, evolution, and significance of digital media, online communication, and critical media literacy in contemporary society.	(U)
2	Demonstrate the use of Google Workspace tools such as Gmail, Google Docs, Forms, Slides, Drive, and self-publishing platforms for academic and professional communication	(A)
3	Apply basic skills in Microsoft Office and LibreOffice applications for creating documents, presentations, spreadsheets, and collaborative digital content.	(A)
4	Evaluate the role of social media and self-publishing platforms in digital creativity and professional networking.	(C)

5	Explain the features, possibilities, and ethical concerns related to Artificial Intelligence tools in language and media practices.	(An/E)

Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1		X			X		
CO 2					X		X
CO 3			X		X		X
CO 4		X			X		X
CO 5		X	X	X	X		

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS 60
1	**Module 1: Introduction to Digital Media**		**10**
	1.1	What is digital media?	
	1.2	Evolution from print to Digital media	
	1.3	Digital Communication and Online Identities	
	1.4	Critical Media Literacy	
2	**Module 2: Google Features: An Overview**		**14**
	2.1	Gmail E-mail Etiquettes Formats of professional E-mail	
	2.2	Google Doc, Google Forms Importance of Collaborative Learning	
	2.3	Google Slides, Google Drive	
	2.4	Self -Publishing Platforms: Blogger, Wordpress.com	
3	**Module 3: Fundamentals of Microsoft Office and LibreOffice**		**14**
	3.1	Microsoft Word	

	3.2	Microsoft PowerPoint	
	3.3	Microsoft Excel	
	3.4	LibreOffice	
4	**Module 4: AI & Digital Skills**		**10**
	4.1	Introduction to AI Platforms: Chat GPT, Gemini, Perplexity	
	4.2	AI-assisted learning	
	4.3	Plagiarism and Ethical Use of AI	
	4.4	Language Experts in the Age of AI	
5	**Teacher Specific Module**		**12**
	A teacher can design activities for internal evaluation		
	This module may be designed according to the interests, expertise, and available digital facilities of the teacher and institution. The teacher can include practical activities, collaborative projects, discussions, and creative digital assignments. This module develops students' creativity, digital communication skills, and ethical awareness through activities such as digital storytelling, podcasting, educational content creation, cyber safety, fact-checking, and AI-assisted writing. It encourages students to create responsible and creative digital content using mobile applications and online platforms.		

Essential Reading:

5. Rheingold, Howard. *Net Smart: How to Thrive Online*. MIT Press, 2012.
6. "Digital Skills." *GCFGlobal.org*, Goodwill Community Foundation, GCFGlobal.org. Accessed 29 May 2026.
7. "Google Workspace Learning Center." *Google Workspace*, Google, Google Workspace Learning Center. Accessed 29 May 2026.
8. "Canva Design School." *Canva*, Canva Design School. Accessed 29 May 2026.
9. Russell, George. *Mastering Microsoft Office*. BPB Publications, 2019.
10. *LibreOffice Documentation*. LibreOffice Documentation Team, LibreOffice Documentation. Accessed 29 May 2026.
11. OpenAI. "ChatGPT Guide and Documentation." *OpenAI*, OpenAI Documentation. Accessed 29 May 2026.
12. "Perplexity Help Center." *Perplexity AI*, Perplexity AI. Accessed 29 May 2026.
13. Turban, Efraim, et al. *Information Technology for Management: Driving Digital Transformation to Increase Local and Global Performance, Growth and Sustainability*. Wiley, 2018.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Theory		35
Practicum		15
Continuous Evaluation		**25**
a)	**Component**	**Marks**
b)	Seminar / Presentation	5
c)	Assignments	5
d)	Practical	10
e)	Test-1	5
Total		**75**