

Digital Citizenship Class Syllabus

MWF or TTH

5th Period

Mrs. McKeon

Objective: To teach students how to be responsible users and creators of digital media content and resources. To provide students with a solid foundation of online safety, responsibility, digital literacy skills, and the ability to create quality digital content. To represent Pleasanton Public School in a positive way on social media, in the community, and within the school environment.

Online Safety - Internet safety and cyber security are vital to the successful operation of any digital media account. Providing a safe, secure, environment for interaction is paramount to the digital experience for all users.

Responsibility - Posting responsibly is extremely important for users and creators of digital content. Words and images that are put out into the digital world are always considered “public access” and “immediately available” WORLD WIDE. There is no way to guarantee you can completely delete anything you post.

Digital Literacy - Knowing how to thrive in the digital world. Basic understanding of computers, keyboarding/typing, media manipulation, video/audio production, and coding. Understanding “computational thinking and processing” (breaking tasks down into steps that can be converted into computer language to create programs and applications.) Communicating extremely well with others in the digital and/or virtual environment. Knowledge of what makes presentations, documents, or content “good enough” to share with others is vital to your success in the digital world.

Quantity and Quality Assurance - Taking responsibility for your assigned digital tasks will show potential employers that you can work independently and achieve great things. Ensuring that you are always posting responsible content and updating the websites consistently show your commitment to quality content.

Marketing - Digital marketing is advertising your product to appeal to specific target markets. In this case we are marketing to the students, parents/guardians, staff members, and administrative level employees and volunteers of Pleasanton Public Schools. We are also marketing to our broader community, the nearby region as well as schools of similar size and student population.

Branding - The process of marketing your products or services specifically with the purpose of standing out among the crowd of other products and services. Immediately recognizable by its “look” and features. This includes things such as features, amenities, colors, fonts, stylization, etc...

Content Creation - Creating digital content is one of the fastest growing segments of the technology market. Users that know how to create quality content (video, digital photographs, graphic design, webpages, game designers, editors, coders, and more) are in increasing demand in today's job market.

All students will be responsible for participating in class, completing all class assignments and projects, and creating content that will be posted publicly at the school, on their person or school property, posted around town, or virtually on Pleasanton Public Schools social media accounts. All content will remain the property of Pleasanton Public Schools, although original design work will be credited to the creator(s). Original designs may not be used or reproduced without permission.

Grading: Students are graded on individual performance for homework assignments, exams, quizzes, tests and individual posts or projects. Students will also be a member of a Social Media Coverage Team and grading of team activities, assignments, and projects will be according to the performance criteria given for each assignment/task. Group projects will require working as a valued and participating team member. If a student chooses not to participate in group activities or assignments, they will receive a grade equivalent to the amount of work they put forth on said assignment/project. Teams will be organized according to student interests. If the student has difficulty working with or completing assignments with their team they will need to notify Mrs. McKeon immediately. Adjustments to teams will be made if warranted. However, please remember...working with others is a life skill. It does take practice and patience and is very good for learning skills that students will need to carry into future occupations/jobs.

Grading

