

Modern Media & Content Creation

30-Week Course | Faith-Integrated

Course Vision

Modern Media & Content Creation equips students to become thoughtful, ethical, and creative digital communicators. In a world saturated with content, students will learn not only how to create media—but how to create it with purpose, integrity, and wisdom.

This course affirms that communication is a powerful gift. As image-bearers of God (Genesis 1:27), students are called to reflect creativity, truth, and excellence in the digital spaces they inhabit.

Course Description

Modern Media & Content Creation is a dynamic, hands-on course designed to empower students to become confident digital creators in today's media-driven world.

During the Fall semester, students develop foundational skills in photo editing, graphic design, video production, screen recording, podcasting, audio editing, and branding.

During the Spring semester, students focus on content strategy, audience awareness, storytelling techniques, blogging, personal branding, digital ethics, accessibility, and analytics.

Students build a professional digital portfolio while learning how to create meaningful content that serves others and honors truth.

Course Objectives

- Develop technical skills in photo, video, and audio production
- Apply design principles to communicate clearly and responsibly
- Create engaging, purposeful digital content
- Understand how media influences culture and perception
- Practice ethical decision-making in digital spaces
- Build a portfolio reflecting both creativity and character

Skills Developed

- Visual communication
- Video storytelling
- Audio production
- Graphic design fundamentals
- Strategic planning
- Critical thinking

- Ethical reasoning
- Professional presentation

Fall Semester: Digital Media Skills (Weeks 1–15)

Goal: Build foundational technical production skills in modern media creation.

- Image editing and graphic design
- Social media content creation
- Video production and editing
- Screen recording tutorials
- Podcast planning and audio editing
- Personal branding development

Major Project: Students produce a polished multimedia project that communicates a clear message with intentional design.

Spring Semester: Content Creation & Strategy (Weeks 16–30)

Goal: Develop strategic, purpose-driven content creators.

- Content strategy fundamentals
- Audience and platform awareness
- Digital storytelling techniques
- Blogging and writing for web
- Personal brand development
- Digital ethics and media responsibility
- Accessibility and inclusive design
- Analytics and engagement reflection

Final Project: Students create a strategic content series or digital portfolio that demonstrates both creativity and ethical awareness.

Faith-Based Integration

Throughout this course, students will reflect on biblical principles such as integrity, wisdom, stewardship, and excellence. We will examine how digital media can be used to build up rather than tear down, promote truth rather than misinformation, and serve others rather than seek self-promotion.

Students will be encouraged to pursue excellence in their creative work (Colossians 3:23), speak truth with grace (Ephesians 4:15), and consider how their digital footprint reflects their character and faith.

Grading Overview

- Weekly Skill Assignments – 35%
- Fall Media Project – 20%
- Spring Strategic Project – 25%

- Portfolio Development – 10%
- Participation & Peer Feedback – 10%

Technology Requirements

- Reliable internet access
- Device capable of running browser-based media tools
- Access to Canva, Photopea, and video editing software
- Headphones and microphone recommended

Why This Course Matters

Media shapes culture. Students who learn to create content with skill, strategy, and integrity gain the ability to influence their communities in positive and meaningful ways.

This course prepares students for future pathways in digital marketing, communications, media production, entrepreneurship, and beyond.