REPUBLIC OF KENYA

COMPETENCY BASED MODULAR CURRICULUM

FOR

DIGITAL JOURNALISM

KNQF LEVEL 6

ISCED PROGRAMME CODE: 0321 554A

TVET CDACC
P.O. BOX 15745-00100
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FOREWORD

The provision of quality education and training is fundamental to the Government's overall strategy for social economic development. Quality education and training will contribute to achievement Kenya's development blue print and sustainable development goals.

Reforms in the education sector are necessary for the achievement of Kenya Vision 2030 and meeting the provisions of the Constitution of Kenya 2010. The education sector had to be aligned to the Constitution and this resulted to the formulation of the Policy Framework for Reforming Education and Training (Sessional Paper No. 4 of 2016). A key feature of this policy is the radical change in the design and delivery of the TVET training. This policy document requires that training in TVET be competency based, curriculum development be industry led, certification be based on demonstration of competence and mode of delivery allows for multiple entry and exit in TVET programmes.

These reforms demand that Industry takes a leading role in curriculum development to ensure the curriculum addresses its competence needs. It is against this background that this Curriculum has been developed.

It is my conviction that this curriculum will play a great role towards development of competent human resource for the media sector's growth and sustainable development.

PRINCIPAL SECRETARY
STATE DEPARTMENT FOR TVET
MINISTRY OF EDUCATION

PREFACE

Kenya Vision 2030 aims to transform the country into a newly industrializing, "middle-income country providing a high quality life to all its citizens by the year 2030". Kenya intends to create a globally competitive and adaptive human resource base to meet the requirements of a rapidly industrializing economy through life-long education and training. TVET has a responsibility of facilitating the process of inculcating knowledge, skills and attitudes necessary for catapulting the nation to a globally competitive country, hence the paradigm shift to embrace Competency Based Education and Training (CBET).

The Technical and Vocational Education and Training Act No. 29 of 2013 and the Sessional Paper No. 4 of 2016 on Reforming Education and Training in Kenya, emphasized the need to reform curriculum development, assessment and certification. This called for a shift to CBET to address the mismatch between skills acquired through training and skills needed by industry as well as increase the global competitiveness of Kenyan labour force.

TVET Curriculum Development, Assessment and Certification Council (TVET CDACC) in conjunction with journalism Sector Skills Advisory Committee (SSAC), have designed and organized with an outline of learning outcomes; suggested delivery methods, training/learning resources and methods of assessing the trainee's achievement. The curriculum is competency-based and allows multiple entry and exit to the course.

I am grateful to the Council Members, Council Secretariat, journalism SSAC, expert workers and all those who participated in the development of this curriculum.

CHAIRMAN
TVET CDACC

ACKNOWLEDGEMENT

This curriculum has been designed for competency-based training and has independent units of learning that allow the trainee flexibility in entry and exit. In developing the curriculum, significant involvement and support was received from various organizations.

I recognize with appreciation the role of the journalism Sector Skills Advisory Committee (SSAC) in ensuring that competencies required by the industry are addressed in the curriculum. I also thank all stakeholders in the media sector for their valuable input and all those who participated in the process of developing this curriculum.

I am convinced that this curriculum will go a long way in ensuring that workers in digital journalism will acquire competencies that will enable them to perform their work more efficiently.
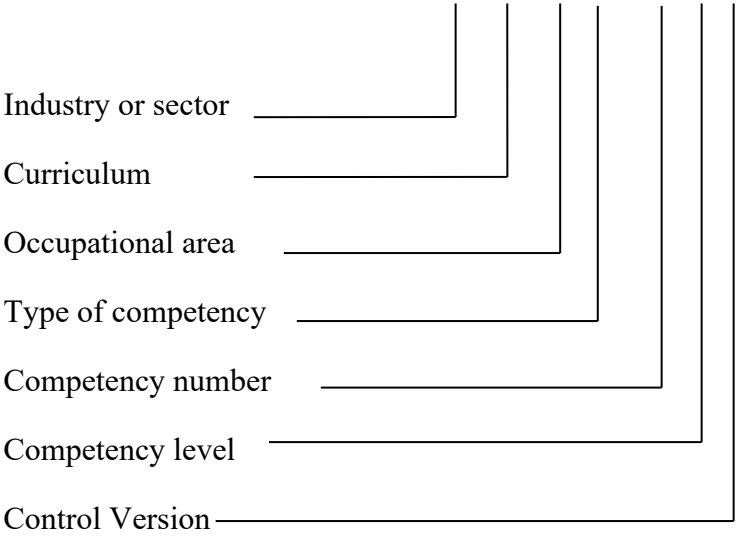
CHAIRPERSON

SSAC

ABBREVIATIONS AND ACRONYMS

TVET   : Technical and Vocational Education and Training

BC   : Basic Competency

CBET   : Competency Based Education and Training

CDACC   : Curriculum Development Assessment and Certification Council

CR   : Core Competency

CU   : Curriculum

EMCA   : Environmental Management and Coordination Act

GMOs   : Genetically Modified Organisms

ICT   : Information Communication Technology

KCSE   : Kenya Certificate of Secondary Education

KNQA   : Kenya National Qualifications Authority

MoE   : Ministry of Education

OS   : Occupational Standard

OSHA   : Occupation Safety and Health Act

OSHS   : Occupation Safety and Health Standards

PPE   : Personal Protective Equipment

SSAC   : Sector Skills Advisory Committee

SSAC   : Sector Skills Advisory Committee

TVET   : Technical and Vocational Education and Training

KEY TO UNIT CODE

MDJ/CU/DIJ/BC/01/6/ A

Industry or sector

Curriculum

Occupational area

Type of competency

Competency number

Competency level

Control Version

Contents

COURSE OVERVIEW

Digital journalism level 6 qualification consists of competencies that an individual must posses to practice digital journalism. It involves designing multimedia graphics, applying web technology, producing digital content, practicing mobile journalism, conducting computer assisted reporting, writing and reporting news, producing feature stories, carrying out investigative journalism, practicing photojournalism, applying media convergence, planning and managing journalism project, conducting research in journalism, demonstrating mass communication and applying fundamentals of digital journalism.

The Units of learning comprising digital journalism level 6 qualification include the following basic, common and core units:

Summary of Units of Learning

ISCED Unit Code	TVE CDACC Unit Code	Unit of Learning Title	Duration in Hours	Credit Factor
		MODULE I		
0321/6/DIJ/A	MDJ/CU/DIJ/BC/02/6/MA	COMMUNICATION SKILLS	40	4
0321/6/DIJ/A	MDJ/CU/DIJ/CC/01/6/MA	MEDIA LAW	70	7
0321/6/DIJ/A	MDJ/CU/DIJ/CR/01/6/MA	PHOTOJOURNALISM	100	10
0321/6/DIJ/A	MDJ/CU/DIJ/CR/02/6/MA	MASS COMMUNICATION	100	10
		SUB TOTAL	**310**	**31**
		MODULE II		
0321/6/DIJ/A	MDJ/CU/DIJ/BC/01/6/MA	DIGITAL LITERACY	40	4
0321/6/DIJ/A	MDJ/CU/DIJ/CC/02/6/MA	MEDIA LAW	70	7
0321/6/DIJ/A	MDJ/CU/DIJ/CR/03/6/MA	FUNDAMENTALS OF DIGITAL JOURNALISM	120	12
		SUB TOTAL	**230**	**23**
		MODULE III		
0321/6/DIJ/A	MDJ/CU/DIJ/BC/03/6/MA	WORK ETHICS AND PRACTICES	40	4
0321/6/DIJ/A	MDJ/CU/DIJ/CC/03/6/MA	MEDIA ETHICS	100	10

0321/6/DIJ/A	MDJ/CU/DIJ/CR/04/6/MA	WRITING AND REPORTING NEWS	120	12
0321/6/DIJ/A	MDJ/CU/DIJ/CR/05/6 /MA	MOBILE JOURNALISM	90	9
		SUB TOTAL	**350**	**35**
		MODULE IV		
0321/6/DIJ/A	MDJ/CU/DIJ/BC/04/6/MA	ENTREPRENEURIAL SKILLS	40	4
0321/6/DIJ/A	MDJ/CU/DIJ/CR/06/6/MA	FEATURE STORIES	90	9
0321/6/DIJ/A	MDJ/CU/DIJ/CR/07/6/MA	MEDIA CONVERGENCE	120	12
0321/6/DIJ/A	MDJ/CU/DIJ/CR/08/6/MA	DIGITAL CONTENT PRODUCTION	140	14
		SUB TOTAL	**390**	**39**
		MODULE V		
0321/6/DIJ/A	MDJ/CU/DIJ/CR/09/6/MA	RESEARCH METHODS IN MASS COMMUNICATION	100	10
0321/6/DIJ/MA	MDJ/CU/DIJ/CR/10/6/MA	COMPUTER ASSISTED REPORTING (CAR)	100	10
0321/6/DIJ/MA	MDJ/CU/DIJ/CR/11/6/MA	INVESTIGATIVE JOURNALISM	120	12
		SUB TOTAL	**320**	**32**
		MODULE VI		
0321/6/DIJ/A	MDJ/CU/DIJ/CR/12/6/MA	PROJECT MANAGEMENT	120	12
0321/6/DIJ/A	MDJ/CU/DIJ/CR/13/6/MA	MULTIMEDIA GRAPHIC DESIGN	90	9
0321/6/DIJ/A	MDJ/CU/DIJ/AZCR/14/6/MA	WEB TECHNOLOGY	120	12
		SUB TOTAL	**330**	**33**

	MDJ/CU/DIJ/CR/15/6/MA	**INDUSTRY TRAINING**	480	48
		GRAND TOTAL	2410	241

Entry Requirements

An individual entering this course should have any of the following minimum requirements:

   a) Attained KCSE Mean Grade of C-(minus)

<div align="center">**Or**</div>

   b) KNQF Digital Journalism Certificate Level 5 or Media and Journalism related course Level 5

<div align="center">**Or**</div>

   c) Equivalent qualifications as determined by relevant regulatory body

Trainer Qualification

Qualifications of a trainer for this course include:

   a) Possession of a higher qualification than Digital Journalism level 6 or in related trade area; and

   b) License by TVETA.

Industrial Attachment

An individual enrolled in this course will be required to undergo Industrial attachment for a minimum period of 480 hours in a Journalism sector.

Credit Accumulation, Transfer and Exemptions

TVET CDACC guidelines on credit accumulation, transfer and exemptions shall apply.

Assessment

The course shall be assessed formatively and summatively:

   a) During formative assessment all performance criteria shall be assessed based on performance criteria weighting.

   b) Summative assessment shall focus more on critical aspects of the Unit of competency.

   c) During summative assessment basic and common units shall be integrated or assessed concurrently with the core units.

   d) Formative and summative assessment weights shall constitute 60% and 40% of the overall score respectively.

e) Theory and practical weight shall be 40:60 respectively for each unit of learning;

f) For a candidate to be declared competent in a unit of competency, the candidate must meet the following conditions:

   i) Obtained at least 40% in theory assessment in formative and summative assessments.

   ii) Obtained at least 50% in practical assessment in formative and summative assessment where applicable.

   iii) Obtained at least 50% in the weighted results between formative assessment and summative assessment where the former constitutes 60% and the latter 40% of the overall score.

g) Assessment performance rating for each unit of competency shall be as follows:

MARKS	COMPETENCE RATING
80 -100	Mastery
65 - 79	Proficiency
50 - 64	Competent
49 and below	Not Yet Competent
Y	Assessment Malpractice/irregularities

h) Assessment for Recognition of Prior Learning (RPL) may lead to award of part and/or full qualification

Certification

A candidate will be issued with a Certificate of Competency upon demonstration of competence in a core Unit of Competency. To be issued with the Kenya National TVET certificate in Digital Journalism Level 6, the candidate must demonstrate competence in all the Units of Competency as given in the qualification pack. Statement of Attainment certificate may be awarded upon demonstration of competence in certifiable element within a unit.

These certificates will be issued by TVET CDACC.

MODULE I

COMMUNICATION SKILLS

TVET CDACC UNIT CODE: MDJ/CU/DIJ/BC/02/6/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Apply Communication Skills

Duration of Unit: 40 hours

Unit Description

This unit covers the competencies required to apply communication skills. It involves applying communication channels, written, non-verbal, oral, and group communication skills.

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
i. Apply communication channels.	08
ii. Apply written communication skills.	08
iii. Apply non-verbal skills.	08
iv. Apply oral communication skills.	08
v. Apply group communication skills.	08
TOTAL	**40**

Learning Outcomes, Content, and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Apply communication channels	1.1 Communication process 1.2 Principles of effective communication 1.3 Channels/medium/modes of communication 1.4 Factors to consider when selecting a channel of communication 1.5 Barriers to effective communication 1.6 Flow/patterns of communication 1.7 Sources of information 1.8 Organizational policie	• Oral questions • Written assessment • Observation • Portfolio of Evidence • Practical assessment • Third party report
2. Apply written communication skills	2.1 Types of written communication 2.2 Elements of communication 2.3 Organization requirements for written communication	• Oral assessment • Written assessment • Observation • Portfolio of Evidence • Practical assessment • Third party report
3. Apply non-verbal communication skills	3.1 Utilize body language and 3.2 gestures 3.3 Apply body posture 3.4 Apply workplace dressing code	• Oral assessment • Written assessment • Observation • Portfolio of Evidence

Learning Outcome	Content	Suggested Assessment Methods
		• Practical assessment • Third party report
4. Apply oral communication skills	4.1 Types of oral communication pathways 4.2 Effective questioning techniques 4.3 Workplace etiquette 4.4 Active listening	• Oral assessment • Written assessment • Observation • Portfolio of Evidence • Practical assessment • Third party report
5. Apply group discussion skills	5.1 Establishing rapport 5.2 Facilitating resolution of issues 5.3 Developing action plans 5.4 Group organization techniques 5.5 Turn-taking techniques 5.6 Conflict resolution techniques 5.7 Team-work	• Oral assessemnt • Written assessment • Observation • Portfolio of Evidence • Practical assessment

Suggested Methods of Instruction

- Discussion

- Roleplaying

- Simulation

- Direct instruction

- Demonstration

- Field trips

Recommended Resources for 25 trainees

General Resources	Tools and Equipment	Materials and Supplies
• 25 Desktop computers/laptops	Mobile phones	Flashcards
• Internet connection		Flip charts
• 1 Projector • 1 Printer		2 packets of assorted colors of whiteboard marker pens
• 1 Whiteboard		Printing papers
• Report writing templates		

MEDIA LAW

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CC/01/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **demonstrate media law**

Duration of Unit: 70 HOURS

Unit Description

This unit specifies the competencies required to demonstrate media laws .it involves applying media law, determining human rights, applying law of defamation, determining contempt of court, determining invasion of privacy, applying copyright laws and determining laws governing media practice.

Summary of Learning Outcomes

ELEMENTS		DURATION(HOURS)
i.	Demonstrate media law	20
ii.	Determine human rights	20
iii.	Apply law of defamation	30
	TOTAL	**70**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Demonstrate media law	1.1 Meaning of Law 1.2 Introduction to media law 1.3 Media law and its sources 1.4 Principles of media law 1.5 Classification of media laws	• Observation • Written tests • Group Assignments

	1.6 Constitutional rights, freedom of media & limits 1.7 Media act Kenya, 2013	
2. Determine human rights	2.1 General principles of International Law 2.2 Human Rights Law 2.3 Freedom of expression	• Written tests • Group Assignments • exercises
3. Apply law of defamation	3.1 Meaning of defamation 3.2 Types of defamation 3.3 Elements of defamation 3.4 Defamation and the law 3.5 Libel and Slander 3.6 Hate speech and defamation 3.7 Concept of public interest	• Written tests • Oral questioning • Assignments • Supervised exercises

Suggested Delivery Methods

- Group discussions and presentation

- Demonstration by trainer

- Practical work by trainee

- Exercises

Recommended Resources

- Tablets

- Smart phones

- Laptops

- The Constitution Of Kenya 2010

- Media Council of Kenya Handbook

PHOTOJOURNALISM

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/01/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency in **photojournalism**

Duration of Unit: 100 hours

Unit Description

This unit specifies the competencies required to practice photojournalism**.** It involves determining equipment and techniques in photography, determining photography for media platforms, shooting digital photography, writing photo captions and editing perceptive photos

Summary of Learning Outcomes

ELEMENTS		DURATION(HOURS)
i.	Determine equipment and techniques in photography	20
ii.	Determine photography for media and platforms	20
iii.	Shoot digital photography	20
iv.	Write caption writing	20
v.	Edit perceptive photo	20
	TOTAL	**100**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine equipment and techniques in photography	1.1 Introduction to photojournalism 1.2 History of photojournalism 1.3 Nature of photography for journalism 1.4 Importance of photography in journalism	• Observation • Written tests • Assignments • Supervised exercises

		1.5 Principles of photography 1.6 Types of photography 1.7 Types of photography equipment 1.8 Functions of photography equipment 1.9 Photography techniques	
2. Determine photography for media platforms	• Purpose of photography in media • Photography for different media platforms • Characteristics of photography for use in different media • Choosing photography for different media platforms	• Observation • Written tests • Assignments • Supervised exercises
3. Shoot digital photography	• Basics of digital photography • Photo composition • Shooting techniques • shooting logistics • Impact photography	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Writing photo captions	• Meaning of captions • Types of captions • Purpose of captions • Principles of writing captions • Qualities of good captions	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

5. Edit perceptive photo	• Importance of photo editing • Types of photo editing software • Choosing photo editing software • Manipulation of photos using photo editing software	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

Suggested Methods of instruction

- Group discussions and presentation

- Demonstration by trainer

- Practical work by trainee

- Exercises

Recommended Resources

- Wireless microphones

- Video cameras

- Tablets

- Smart phones

- Laptops

- SD cards and card readers

- TFT screens

- Drone cameras

- Recorders

MASS COMMUNICATION

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/02/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: demonstrate the understanding of mass communication

Duration of Unit: 100 hours

Unit Description

This unit specifies the competencies required to demonstrate the understanding of mass communication. It involves determining structures of mass communication, determining channels of mass communication, determining forms and contexts of communication, determine adjuncts of mass media.

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
i. Determine structures of mass communication	20
ii. Determine channels of mass communication	30
iii. Determine forms and context of communication	20
iv. Determine adjuncts of the mass media	30
TOTAL	**100**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine structures of mass communication	1.1 Meaning of mass communication 1.2 Level of communication 1.3 The nature of mass communication 1.4 Function of mass communication	• Observation • Written tests • Assignments • Supervised exercises

	1.5 History of mass communication 1.6 Development of mass communication in Kenya 1.7 Impact of mass communication	
2. Determine channels of mass communication	2.1 The development electronic media 2.2 Factors influencing the development of electronic media 2.3 The future of electronic media	• Observation • Written tests • Assignments • Supervised exercises
3. Determine forms and context of communication	3.1 Print media 3.2 Electronic media 3.3 Factors influencing the development of print media 3.4 Types of print media 3.5 Uses of print media the nature of print media 3.6 The development of the internet 3.7 The future of electronic media 3.8 Uses of internet in media	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Determine adjuncts of the mass media	4.1 Mass media supporting industries 4.2 The relationship between mass media and the marketing, advertising and public relations 4.3 The impacting of marketing, advertising	• Observation • Written tests • Oral questioning • Assignments

		and public relations on the mass media 4.4 Emerging trends and issues	• Supervised exercises •

Suggested Methods of instruction

- Group discussions and presentation

- Demonstration by trainer

- Practical work by trainee

- Exercises

Recommended Resources

- Wireless microphones

- Video cameras

- Tablets

- Smart phones

- Laptops

- SD cards and card readers

- TFT screens

- Drone cameras

- Recorders

MODULE II

DIGITAL LITERACY

TVET CDACC UNIT CODE: MDJ/CU/DIJ/BC/01/6/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Apply Digital Literacy

Duration of Unit: 40 Hours

Unit Description

This unit covers the competencies required to demonstrate digital literacy. It involves operating computer devices, solving tasks using the Office suite, managing data and information, performing online communication and collaboration, applying cybersecurity skills and job entry techniques, and performing jobs online.

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
i. Operate Computer Devices	06
ii. Solve Tasks Using Office Suite	06
iii. Manage Data and Information	06
iv. Perform Online Communication and Collaborations	06
TOTAL	

Learning Outcomes, Content, and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Operate computer devices	1.1 Meaning and importance of digital literacy 1.2 Functions and Uses of Computers 1.3 Classification of computers 1.4 Components of a computer system 1.5 Computer Hardware 1.6 The System Unit E.g. Motherboard, CPU, casing 1.7 Input Devices e.g. Pointing, keying, scanning, voice/speech recognition, direct data capture devices. 1.8 Output Devices e.g. hardcopy output and softcopy output 1.9 Storage Devices e.g. main memory e.g. RAM, secondary storage (Solid state devices, Hard Drives, CDs & DVDs, Memory cards, Flash drives 1.10 Computer Ports e.g. HDMI, DVI, VGA, USB type C etc. 1.11 Classification of computer software 1.12 Operating system functions 1.13 Procedure for turning/off a computer 1.14 Mouse use techniques 1.15 Keyboard Parts and Use Techniques 1.16 Desktop Customization 1.17 File and Files Management using an operating system 1.18 Computer Internet	• Observation • Written assessment • Oral assessment • Practical assessment

Learning Outcome	Content	Suggested Assessment Methods
	Connection Options 1.19 Mobile Networks/Data Plans 1.20 Wireless Hotspots 1.21 Cabled (Ethernet/Fiber) 1.22 Dial-Up 1.23 Satellite 1.24 Computer external devices management 1.25 Device connections 1.26 Device controls (volume controls and display properties)	
2. Solve tasks using Office suite	2.1 Meaning and Importance of Word Processing 2.2 Examples of Word Processors 2.3 Working with word documents 2.4 Open and close word processor 2.5 Create a new document 2.6 Save a document 2.7 Switch between open documents 2.8 Enhancing productivity 2.9 Set basic options/preferences 2.10 Help resources 2.11 Use magnification/zoom tools 2.12 Display, hide built-in tool bar 2.13 Using navigation tools 2.14 Typing Text 2.15 Document editing (copy, cut, paste commands, spelling and Grammar check) 2.16 Document formatting 2.17 Formatting text	• Observation • Portfolio of Evidence • Project • Written assessment • Practical assessment • Oral assessment

Learning Outcome	Content	Suggested Assessment Methods
	2.18 Formatting paragraph 2.19 Formatting styles 2.20 Alignment 2.21 Creating tables 2.22 Formatting tables 2.23 Graphical objects 2.24 Insert object (picture, drawn object) 2.25 Select an object 2.26 Edit an object 2.27 Format an object 2.28 Document Print setup 2.29 Page layout, 2.30 Margins set up 2.31 Orientation. 2.32 Word Document Printing 2.33 Meaning & Importance of electronic spreadsheets 2.34 Components of Spreadsheets 2.35 Application areas of spreadsheets 2.36 Using spreadsheet application 2.37 Parts of Excel screen: ribbon, formula bar, active cell, name box, column letter,row number, Quick Access Toolbar. 2.38 Cell Data Types 2.39 Block operations 2.40 Arithmetic operators (formula bar (-, +, *, /). 2.41 Cell Referencing 2.42 Data Manipulation 2.43 Using Functions (Sum, Average, SumIF, Count, Max, Max, IF, Rank, Product, mode	

Learning Outcome	Content	Suggested Assessment Methods
	etc) 2.44 Using Formulae 2.45 Sorting data 2.46 Filtering data 2.47 Visual representation using charts 2.48 Worksheet printing 2.49 Electronic Presentations 2.50 Meaning and Importance of electronic presentations 2.51 Examples of Presentation Software 2.52 Using the electronic presentation application 2.53 Parts of the PowerPoint screen (slide navigation pane, slide pane, notes, the ribbon, quick access toolbar, and scroll bars). 2.54 Open and close presentations 2.55 Creating Slides (Insert new slides, duplicate, or reuse slides.) 2.56 Text Management (insert, delete, copy, cut and paste, drag and drop, format, and use spell check). 2.57 Use magnification/zoom tools 2.58 Apply or change a theme. 2.59 Save a presentations 2.60 Switch between open presentations 2.61 Developing a presentation 2.62 Presentation views 2.63 Slides 2.64 Master slide	

Learning Outcome	Content	Suggested Assessment Methods
	2.65 Text 2.66 Editing text 2.67 Formatting 2.68 Tables 2.69 Charts 2.70 Using charts 2.71 Organization charts 2.72 Graphical objects 2.73 Insert, manipulate 2.74 Drawings 2.75 Prepare outputs 2.76 Applying slide effects and transitions 2.77 Check and deliver 2.78 Spell check a presentation 2.79 Slide orientation 2.80 Slide shows, navigation 2.81 Print presentations (slides and handouts)	
3. Manage Data and Information	3.1 Meaning of Data and information 3.2 Importance and Uses of data and information 3.3 Types of internet services 3.4 Communication Services 3.5 Information Retrieval Services 3.6 File Transfer 3.7 World Wide Web Services 3.8 Web Services 3.9 Automatic Network Address Configuration 3.10 NewsGroup 3.11 Ecommerce 3.12 Types of Internet Access Applications 3.13 Web browsing concepts 3.14 Key concepts 3.15 Security and safety 3.16 Web browsing	• Observation • Portfolio of Evidence • Project • Written assessment • Practical assessment • Oral assessment

Learning Outcome	Content	Suggested Assessment Methods
	3.17 Using the web browser 3.18 Tools and settings 3.19 Clearing Cache and cookies 3.20 URIs 3.21 Bookmarks 3.22 Web outputs 3.23 Web based information 3.24 Search 3.25 Critical evaluation of information 3.26 Copyright, data protection 3.27 Downloads Management 3.28 Performing Digital Data Backup (Online and Offline) 3.29 Emerging issues in internet	
4. Perform online communication and collaboration	4.1 Netiquette principles 4.2 Communication concepts 4.3 Online communities 4.4 Communication tools 4.5 Email concepts 4.6 Using email 4.7 Sending email 4.8 Receiving email 4.9 Tools and settings 4.10 Organizing email 4.11 Digital content copyright and licenses 4.12 Online collaboration tools 4.13 Online Storage (Google Drive) 4.14 Online productivity applications (Google Docs & Forms) 4.15 Online meetings (Google Meet/Zoom) 4.16 Online learning environments	• Observation • Portfolio of Evidence • Project • Written assessment • Practical assessment • Oral assessment

Learning Outcome	Content	Suggested Assessment Methods
	4.17 Online calendars (Google Calendars) 4.18 Social networks (Facebook/Twitter - Settings & Privacy) 4.19 Preparation for online collaboration 4.20 Common setup features 4.21 Setup 4.22 Mobile collaboration 4.23 Key concepts 4.24 Using mobile devices 4.25 Applications 4.26 Synchronization	
5. Apply cybersecurity skills	5.1 Data protection and privacy 5.2 Confidentiality of data/information 5.3 Integrity of data/information 5.4 Availability of data/information 5.5 Internet security threats 5.6 Malware attacks 5.7 Social engineering attacks 5.8 Distributed denial of service (DDoS) 5.9 Man-in-the-middle attack (MitM) 5.10 Password attacks 5.11 IoT Attacks 5.12 Phishing Attacks 5.13 Ransomware 5.14 Computer threats and crimes 5.15 Cybersecurity control measures 5.16 Physical Controls 5.17 Technical/Logical Controls (Passwords,PINs, Biometrics)	• Observation • Portfolio of Evidence • Project • Written assessment • Practical assessment • Oral assessment

Learning Outcome	Content	Suggested Assessment Methods
	5.18 Operational Controls 5.19 Laws governing protection of ICT in Kenya 5.20 The Computer Misuse and Cybercrimes Act No. 5 of 2018 5.21 The Data Protection Act No. 24 Of 2019	
6. Perform Online Jobs	6.1 Introduction to online working 6.2 Types of online Jobs 6.3 Online job platforms 6.4 Remotask 6.5 Data annotation tech 6.6 Cloud worker 6.7 Upwork 6.8 Oneforma 6.9 Appen 6.10 Online account and profile management 6.11 Identifying online jobs/job bidding 6.12 Online digital identity 6.13 Executing online tasks 6.14 Management of online payment accounts.	• Observation • Portfolio of Evidence • Project • Written assessment • Practical assessment • Oral assessment
7. Apply job entry techniques	7.1 Types of job opportunities 7.2 Self employment 7.3 Service provision 7.4 product development 7.5 salaried employment 7.6 Sources of job opportunities 7.7 Resume/ curriculum vitae 7.8 What is a CV 7.9 How long should a CV be 7.10 What to include in a AC 7.11 Format of CV 7.12 How to write a good CV 7.13 Don'ts of writing a CV	• Observation • Oral assessment • Portfolio of evidence • Third party report • Written assessment

Learning Outcome	Content	Suggested Assessment Methods
	7.14 Job application letter 7.15 What to include 7.16 Addressing a cover letter 7.17 Signing off a cover letter 7.18 Portfolio of Evidence 7.19 Academic credentials 7.20 Letters of commendations 7.21 Certification of participations 7.22 Awards and decorations 7.23 Interview skills 7.24 Listening skills 7.25 Grooming 7.26 Language command 7.27 Articulation of issues 7.28 Body language 7.29 Time management 7.30 Honesty 7.31 Generally knowledgeable in current affairs and technical area	

Suggested Methods Instruction

- Instructor-led facilitation using active learning strategies
- Demonstration by trainer
- Practical work by trainees
- Viewing of related videos
- Group discussions
- Project
- Role play
- Case study

Recommended Resources for 25 Trainees

- 25 computers with the following software:
  - Windows/Linux/Macintosh Operating System
  - Microsoft Office Software
  - Google Workspace Account
  - Antivirus Software
- 2 Printers
- Printing Papers
- External storage media
- 1 Projector
- 1 Whiteboard
- 1 Smartboard/Smart TV (Where applicable)
- Assorted whiteboard markers
- Internet connection
- 5 samples of CVs
- 5 samples of job applications

MEDIA LAW

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CC/02/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **demonstrate media law**

Duration of Unit: 70 HOURS

Unit Description

This unit specifies the competencies required to demonstrate media laws .it involves applying media law, determining human rights, applying law of defamation, determining contempt of court, determining invasion of privacy, applying copyright laws and determining laws governing media practice.

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
i. Determine contempt of court	20
ii. Determine invasion of privacy	20
iii. Apply copyright laws	30
TOTAL	**70**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine contempt of court	1.1 Judicial process and systems in Kenya 1.2 Introduction to Contempt of court 1.3 Circumstances of contempt of court 1.4 Restrictions on reporting of court proceedings 1.5 Subjudice rule 1.6 Defenses against contempt of court	• Written tests • Oral questioning • Assignments • Supervised exercises

2. Determine invasion of privacy	2.1 Introduction to privacy law 2.2 Confidential Information 2.3 Description of areas of private law	• Written tests • Oral questioning • Assignments • Supervised exercises
3. Apply copyright laws	3.1 Understanding Intellectual Property Rights 3.2 Difference between general property and IP 3.3 Forms of IP Rights (copyright, patent and trademarks) 3.4 Ways to protect ideas 3.5 Plagiarism	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

Suggested Delivery Methods
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Tablets
- Smart phones
- Laptops
- The Constitution Of Kenya 2010
- Media Council of Kenya Handbook

FUNDAMENTALS OF DIGITAL JOURNALISM

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/03/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **apply fundamentals of digital journalism**
Duration of Unit: 120 hours

Unit Description
This unit specifies the competencies required to Apply Fundamentals of Digital Journalism.

It involves determining digital journalism forms, determining digital journalism tools, managing digital landscape, producing digital content, and demonstrating the understanding of data journalism.

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
i. Explore digital journalism and other forms of journalism	15
ii. Explore digital landscape	15
iii. Determine Digital journalism tools	17
iv. Produce digital content	18
v. Professionalize digital journalism	18
vi. Apply digital Safety and security	17
vii. Practice data journalism	20
TOTAL	120

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine digital journalism forms	1.1 Meaning of digital journalism 1.2 History of digital journalism 1.3 Importance of digital journalism 1.4 Types of digital journalists	● Observation ● Written tests ● Assignments ● Supervised exercises

	1.5 Differences between traditional and digital journalism 1.6 Integrating traditional and digital journalism	
2. Manage digital landscape	2.1 Meaning of digital landscape 2.2 Types of digital landscapes 2.3 Environment influencing digital journalism 2.4 Challenges of digital journalism	• Observation • Written tests • Assignments • Supervised exercises
3. Determine Digital journalism tools	3.1 Types of digital journalism tools 3.2 Digital journalism tools functions 3.3 Functions of internet in digital journalism 3.4 Functions of mobile technologies in digital journalism 3.5 Functions of social media in digital journalism	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Produce digital content	4.1 Meaning of digital content 4.2 Types of digital content 4.3 Factors to consider when creating digital content 4.4 Process of creating content for digital media 4.5 Process of uploading digital content	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •

5. Demonstrating the understanding of data journalism	5.1 Introduction to data journalism 5.2 Uses of data journalism 5.3 Data journalism tools 5.4 Sourcing data for digital journalism 5.5 Analysing data for digital journalism 5.6 Visualizing data	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens

MODULE III

WORK ETHICS AND PRACTICES

TVET CDACC UNIT CODE: MDJ/CU/DIJ/BC/03/6/MA

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Apply work ethics and practices.

Duration of Unit: 50 hours

Unit Description
This unit covers competencies required to demonstrate employability skills. It involves the ability to: conduct self-management, promote ethical work practices and values, promote teamwork, manage workplace conflicts, maintain professional and personal development, apply problem-solving, and promote customer care.

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
i. Apply self-management skills	08
ii. Promote ethical practices and values	08
iii. Promote Teamwork	07
iv. Maintain professional and personal development	07
v. Apply Problem-solving skills	05
vi. Promote Customer care.	05
TOTAL	**40**

Learning Outcomes, Content, and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Apply self-management skills	1.1 Self-awareness 1.2 Formulating personal vision, mission, and goals 1.3 Healthy lifestyle practices	● Observation ● Written assessment ● Oral assessment ● Third party reports ● Portfolio of evidence ● Project ● Practical

Learning Outcome	Content	Suggested Assessment Methods
	1.4 Strategies for overcoming work challenges 1.5 Emotional intelligence 1.6 Coping with Work Stress. 1.7 Assertiveness versus aggressiveness and passiveness 1.8 Developing and maintaining high self-esteem 1.9 Developing and maintaining positive self-image 1.10 Time management 1.11 Setting performance targets 1.12 Monitoring and evaluating performance targets	
2. Promote ethical work practices and values	2.1 Integrity 2.2 Core Values, ethics and beliefs 2.3 Patriotism 2.4 Professionalism 2.5 Organizational codes of conduct 2.6 Industry policies and procedures	● Observation ● Written assessment ● Oral assessment ● Third party reports ● Portfolio of evidence ● Project ● Practical
3. Promote Teamwork	3.1 Types of teams 3.2 Team building 3.3 Individual responsibilities in a team 3.4 Determination of team roles and objectives 3.5 Team parameters and relationships 3.6 Benefits of teamwork	● Observation ● Written assessment ● Oral assessment ● Third party reports ● Portfolio of evidence ● Project ● Practical

Learning Outcome	Content	Suggested Assessment Methods
	3.7 Qualities of a team player 3.8 Leading a team 3.9 Team performance and evaluation 3.10 Conflicts and conflict resolution 3.11 Gender and diversity mainstreaming 3.12 Developing Healthy workplace relationships 3.13 Adaptability and flexibility 3.14 Coaching and mentoring skills	
4. Maintain professional and personal development	4.1 Personal vs professional development and growth 4.2 Avenues for professional growth 4.3 Recognizing career advancement 4.4 Training and career opportunities 4.5 Assessing training needs 4.6 Mobilizing training resources 4.7 Licenses and certifications for professional growth and development 4.8 Pursuing personal and organizational goals 4.9 Managing work priorities and commitments 4.10 Dynamism and on-the-job learning	● Observation ● Written assessment ● Oral assessment ● Third party reports ● Portfolio of evidence ● Project ● Practical

Learning Outcome	Content	Suggested Assessment Methods
5. Apply Problem-solving skills	5.1 Causes of problems 5.2 Methods of solving problems 5.3 Problem-solving process 5.4 Decision making 5.5 Creative thinking and critical thinking process in development of innovative and practical solutions	• Observation • Written assessment • Oral assessment • Third party reports • Portfolio of evidence • Project • Practical
6. Promote Customer Care	6.1 Identifying customer needs 6.2 Qualities of good customer service 6.3 Customer feedback methods 6.4 Resolving customer concerns 6.5 Customer outreach programs 6.6 Customer retention	• Observation • Written assessment • Oral assessment • Third party reports • Portfolio of evidence • Project • Practical

Suggested Methods of Instruction

- Instructor lead facilitation of theory using active learning strategies.
- Demonstrations
- Simulation/Role play
- Group Discussion
- Presentations
- Projects
- Case studies
- Assignments

Recommended Resources for 25 Trainees

- Computers
- Stationery
- Charts
- Video clips
- Audio tapes
- Radio sets
- TV sets
- LCD projectors

MEDIA ETHICS

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CC/03/6/MA

Relationship to Occupational Standards
This unit addresses the unit of competency: Demonstrate media Ethics

Duration of Unit: 100 hours

Unit Description
This unit specifies the competencies required to demonstrate Media Ethics. It involves determining ethical principles, applying media ethics, evaluating code of ethics, determining ethical issues in entertainment, determining media censorship, determining conflict of interest, determining media plagiarism and applying digital media ethics

Summary of Learning Outcomes

ELEMENTS		DURATION(HOURS)
i.	Determine Ethical Principles	20
ii.	Apply Media Ethics	15
iii.	Evaluate Code of Ethics	15
iv.	Determine ethical issues in entertainment in Media	15
v.	Determine Media Censorship	15
vi.	Determine conflict of interest	10
vii.	Determine media Plagiarism	10
	TOTAL	**100**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine Ethical Principles	1.1 Meaning of ethics 1.2 Ethical perspectives 1.3 Classical frameworks/theories 1.4 Modern ethical frameworks	• Observation • Written tests • Assignments • Supervised exercises
2. Apply Media Ethics	2.1 Meaning of media ethics 2.2 Ethical standards of media 2.3 Principles of ethical journalism 2.4 Media ethics theories and frameworks 2.5 Print media ethics 2.6 Broadcast media ethics	• Observation • Written tests • Assignments • Supervised exercises
3. Evaluate Code of Ethics	3.1 Meaning of code of ethics 3.2 Media code of ethics 3.3 Analysing media code of ethics 3.4 Media Code of ethics case studies	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Determine ethical issues in entertainment in Media	4.1 Meaning of entertainment media 4.2 Categories of ethical issues in entertainment media 4.3 Ethical guidelines in entertainment media 4.4 Case studies of ethics in entertainment media	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
5. Determine Media Censorship	5.1 Meaning of censorship 5.2 Types of censorship 5.3 Media censorship 5.4 Self-regulation and media censorship 5.5 Effects of censorship on media	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

6. Determine conflict of interest	6.1 Meaning of conflict of interest 6.2 Types of conflict of interest 6.3 Conflict of interest in media 6.4 Conflict of interest policy in media 6.5 Case studies of conflict of interest in media	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
7. Determine media Plagiarism	7.1. Meaning of plagiarism 7.2. Types of plagiarism 7.3. Plagiarism in Media 7.4. Citing and avoiding plagiarism in media 7.5. Case studies of plagiarism in media	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
8. Apply Digital media Ethics	8.1. Meaning of digital media ethics 8.2. Issues in the ethics of digital media 8.3. Ethical standards in digital media 8.4. Principles of ethical digital journalism 8.5. Digital Media ethics frameworks 8.6. Emerging information technologies and ethical challenges	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Books
- Journals
- Computers/Laptops

- Projectors

WRITING AND REPORTING NEWS

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/04/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **write and report news**

Duration of Unit: 120 hours

Unit Description

This unit specifies the competencies required to write and report news**.** It involves determining structure and organization of news, gathering news story, determining news writing styles, preparing broadcast newspaper copy, preparing newspaper copy, preparing digital news copy, , establishing parliament reporting techniques, establishing court reporting techniques, establishing sports reporting techniques, establishing business reporting techniques and editing news story

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
i. Determine structure and organization of news	10
ii. Gather news story	10
iii. Determine news writing styles	10
iv. Prepare broadcast news copy	10
v. Prepare newspaper copy	10
vi. Prepare digital news copy	10
vii. Establish parliament reporting techniques	12
viii. Establish court reporting techniques	12
ix. Establish sports reporting techniques	12
x. Establish business reporting techniques	12
xi. Edit news story	12
TOTAL	**120**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment

1. Determine structure and organization of news	1.1 Meaning of news 1.2 Nature of news story 1.3 Roles of news 1.4 Role of journalist in society 1.5 Sources of news 1.6 Techniques of writing news 1.7 Meaning of element/values of news 1.8 News values/elements 1.9 Principles of news writing 1.10 Purpose of news story structure 1.11 Construction of news story 1.12 Nature and use of 5 Ws and H	• Observation • Written tests • Assignments • Supervised exercises
2. Gather news story	2.1 Tools of journalistic trade 2.2 Art of journalism in news gathering 2.3 Process of finding, verifying, clarifying news 2.4 Risks in news gathering 2.5 Safety and protection of journalist	• Observation • Written tests • Assignments • Supervised exercises
3. Determine news writing styles	3.1 Importance of news writing styles 3.2 News writing styles for different media 3.3 Inverted pyramid 3.4 Language of media	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

4. Prepare broadcast news copy	4.1 Factors influencing copy preparation 4.2 Criteria for selecting broadcast stories 4.3 Types of broadcast scripts 4.4 Purpose and the use of style book in copy preparation 4.5 Style book in copy preparation 4.6 Legal considerations in copy preparation	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises
5. Prepare newspaper copy	5.1 Factors determining the style of writing 5.2 Differences between hard and soft news 5.3 news headline 5.4 news lead 5.5 News body 5.6 Stories from speeches, emails or press releases 5.7 Qualities of a good news story 5.8 Reporter's checklist	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises ●
6. Prepare digital news copy	6.1 Factors determining digital platform choice 6.2 Characteristics of the digital content 6.3 The Internet 6.4 social media 6.5 challenges in writing social media content 6.6 qualities of a good digital copy 6.7 data presentation	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises ●
7. Establish parliament reporting techniques	7.1.Important political players and developments 7.2.Parliamentary rules and standing orders	● Observation ● Written tests ● Oral questioning ● Assignments

	7.3. Government processes, organs, branches and offices 7.4. Privileges of a reporter in parliament	● Supervised exercises
8. Establish court reporting techniques	8.1. Constitution 8.2. Court rules and regulations 8.3. Titles of court officials 8.4. Types of cases 8.5. Legal jargons 8.6. Sources of court stories 8.7. Contempt of court 8.8. Trial process	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises
9. Establish sports reporting techniques	9.1 Rules and regulations governing different games/sports 9.2 History and development of the sport(s) 9.3 Player(s) and officials of a game/sport	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises
10. Establish business reporting techniques	10.1 Business and economic policies 10.2 Business and economic indexes and jargons 10.3 Stock markets and exchange rates and operations 10.4 Numeracy and currencies 10.5 Inflation and related issues	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises
11. Edit news story	11.1 Factors to consider when editing news copy 11.2 Reasons for editing 11.3 The newsroom 11.4 Broadcast copy editing	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises

	11.5 Print copy editing 11.6 Digital copy editing	

Suggested methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders

MOBILE JOURNALISM

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/05/6 /MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **Manage Mobile Journalism**

Duration of Unit: 90 hours

Unit Description

This unit specifies the competencies required to **Practice Mobile Journalism**. It involves determining mobile journalism apps, determining storytelling for mobile journalism, producing audio for mobile journalism, producing video for mobile journalism, producing photography for mobile journalism and streaming content for mobile journalism

Learning Outcomes,

ELEMENTS		DURATION(HOURS)
i.	Determine mobile journalism apps	15
ii.	Determine storytelling for mobile journalism	15
iii.	Produce audio for mobile journalism	15
iv.	Produce video for mobile journalism	15
v.	Produce photography for mobile journalism	15
vi.	Stream content for mobile journalism	15
	TOTAL	**90**

Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine mobile journalism apps	1.1 Introduction to mobile journalism 1.2 Forms of mobile technology 1.3 Types of mobiles applications 1.4 Functions of mobiles apps	● Observation ● Written tests ● Assignments ● Supervised exercises
2. Determine storytelling for mobile journalism	2.1 Techniques for mobile journalism storytelling	● Observation ● Written tests

		2.2 Tools for mobile journalism storytelling 2.3 Sources for mobile journalism storytelling 2.4 Gathering stories for mobile journalism 2.5 Writing stories mobile journalism storytelling	● Assignments ● Supervised exercises ● Mobile journalism stories are drafted as per organizational policies
3. Produce audio for mobile journalism		3.1 Audio formats for mobile journalism 3.2 Resources for audio mobile journalism 3.3 Mobile journalism audio selection 3.4 Writing scripts for mobile journalism audio programs 3.5 Recording audio for mobile journalism 3.6 Editing audio for mobile journalism	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises
4. Produce video for mobile journalism		4.1 Video formats for mobile journalism 4.2 Resources for video mobile journalism 4.3 Mobile journalism video selection 4.4 Writing scripts for mobile journalism video programs 4.5 Recording video for mobile journalism 4.6 Editing video for mobile journalism	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises ●
5. Produce photography for mobile journalism		5.1 Resources for photography in mobile journalism 5.2 Photo selection in mobile journalism 5.3 Mobile journalism photo editing apps	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises

	5.4 Editing photos for mobile journalism 5.5 Adding effects on photos for mobile journalism	
6. Stream content for mobile journalism	6.1 Streaming platforms for mobile journalism 6.2 Packaging content for mobile journalism 6.3 Broadcasting content for mobile journalism	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders

MODULE IV

ENTREPRENEURIAL SKILLS

TVET CDACC UNIT CODE: MDJ/CU/DIJ/BC/04/6/MA

Relationship to occupational standards

This unit addresses the unit of competency: Apply Entrepreneurial skills.

Duration of unit: 40 hours

Unit Description:

This unit covers the competencies required to demonstrate an understanding of entrepreneurship. It involves demonstrating an understanding of financial literacy, applying entrepreneurial concepts identifying entrepreneurship opportunities, applying business legal aspects, and developing business innovative strategies and business plans.

Summary of Learning Outcomes

ELEMENTS		DURATION(HOURS)
i.	Apply financial literacy	04
ii.	Apply the entrepreneurial concept	04
iii.	Identify entrepreneurship opportunities	08
iv.	Apply business legal aspects	08
v.	Innovate Business Strategies	08
vi.	Develop business plan	08
	TOTAL	**40**

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Apply financial literacy	1.1 Personal finance management 1.2 Balancing between needs and wants 1.3 Budget Preparation 1.4 Saving management 1.5 Factors to consider when deciding where to save	• Observation • Project • Written assessment • Oral assessment • Third party report • Interviews

Learning Outcome	Content	Suggested Assessment Methods
	1.6 Debt management 1.7 Factors to consider before taking a loan 1.8 Investment decisions 1.9 Types of investments 1.10 Factors to consider when investing money 1.11 Insurance services 1.12 insurance products available in the market 1.13 Insurable risks	
2.Apply entrepreneurial concept	2.1 Difference between Entrepreneurs and Business persons 2.2 Types of entrepreneurs 2.3 Ways of becoming an entrepreneur 2.4 Characteristics of Entrepreneurs 2.5 salaried employment and self-employment 2.6 Requirements for entry into self-employment 2.7 Roles of an Entrepreneur in an enterprise 2.8 Contributions of Entrepreneurship	• Observation • Project • Written assessment • Oral assessment • Third party report
3.Identify entrepreneurship opportunities	3.1 Sources of business ideas 3.2 Factors to consider when evaluating business opportunity 3.3 Business life cycle	• Observation • Project • Written assessment • Oral assessment • Third party report
4.Apply business legal aspects	4.1 Forms of business ownership 4.2 Business registration and licensing processing 4.3 Types of contracts and agreements 4.4 Employment laws	• Observation • Project • Written assessment • Oral assessment • Third party report

Learning Outcome	Content	Suggested Assessment Methods
	4.5 Taxation laws	
5. Innovate business Strategies	5.1 Creativity in business 5.2 Innovative business strategies 5.3 Entrepreneurial Linkages 5.4 ICT in business growth and development	• Observation • Project • Written assessment • Oral assessment • Third party report
6. Develop Business Plan	6.1 Business description 6.2 Marketing plan 6.3 Organizational/Management 6.4 plan 6.5 Production/operation plan 6.6 Financial plan 6.7 Executive summary 6.8 Business plan presentation 6.9 Business idea incubation	• Observation • Written assessment • Project • Oral assessment • Third party report

Suggested Methods of Instruction

- Direct instruction with active learning strategies
- Project (Business plan)
- Case studies
- Field trips
- Group Discussions
- Demonstration
- Question and answer
- Problem solving
- Experiential
- Team training
- Guest speakers

Recommended Resources for 25 Trainees

- 5 Case studies
- 5 Business plan templates
- 10 Computers
- 1 Overhead projectors
- Internet

- Video clips
- 5 Newspapers and Handouts
- 5 Business Journals
- 25 sets of Writing materials

FEATURE STORIES

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/06/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **produce feature stories**

Duration of Unit: 90 hours

Unit Description

This unit specifies the competencies required to produce feature stories**.** It involves determining feature story ideas, determining feature article style, researching feature stories, interviewing for feature stories, writing feature story and marketing feature story.

Summary of Learning Outcomes

ELEMENTS	DURATION (HRS)
i. Determine feature story ideas	15
ii. Determine feature article style	15
iii. Research feature stories	15
iv. Interview for feature stories	15
v. Write feature story	15
vi. Market feature story	15
TOTAL	**90**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine feature story ideas	1.1 Meaning of features 1.2 Nature of feature stories 1.3 Characteristics of features 1.4 Sources of feature stories 1.5 Qualities of a good	• Observation • Written tests • Assignments • Supervised exercises

		feature writer 1.6 Functions of features	
2. Determine feature article style		2.1 Types of feature stories 2.2 Process of writing different feature 2.3 Language of features 2.4 Special features 2.5 Broadcast features 2.6 Newspaper features 2.7 Editorial opinions 2.8 Opinion columns 2.9 Reviews	● Observation ● Written tests ● Assignments ● Supervised exercises
3. Research feature stories		3.1 Factors to consider when researching for features 3.2 Safety measures when conducting features research 3.3 Gathering information for features 3.4 Documenting data and information gathered 3.5 Topic selection	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises
4. Interview for feature stories		4.1 Relevance of interview 4.2 Types of feature interview 4.3 Location 4.4 Preparation for the interview 4.5 Structuring interview questions	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises

5. Write feature story	5.1 Structure of features 5.2 Styles for the intro 5.3 Guidelines for feature leads 5.4 Feature body and conclusion 5.5 Functions of a features sub-editor	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •
6. Market feature story	6.1 Creating teasers, blurbs and first stand 6.2 Broadcast feature promotion clips 6.3 Print feature promotion ads 6.4 Talk shows	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders

MEDIA CONVERGENCE

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/07/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **apply media convergence**

Duration of Unit: 120 hours

Unit Description

This unit specifies the competencies required to **Apply Media Convergence**. It involves determining technologies of media convergence, applying digital journalism, applying media convergence, regulating converged media and determining the impact of media convergence.

Summary of Learning Outcomes

ELEMENTS	DURATION (HRS)
i. Determine Technologies of media convergence	24
ii. Apply digital journalism	24
iii. Apply media convergence	24
iv. Regulate converged media	24
v. Determine impact of media convergence	24
TOTAL	**120**

Learning

Outcomes, Content andSuggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine Technologies of media convergence	1.1 Introduction to media convergence 1.2 History of media convergence 1.3 Role of communication technology in Journalism 1.4 Understanding convergence technologies in media	● Observation ● Written tests ● Assignments ● Supervised exercises

2. Apply digital journalism	2.1 Definition of digital journalism 2.2 Types of digital journalism tools 2.3 Purpose of digital journalism 2.4 Resources needed in digital journalism 2.5 Content for digital Journalism 2.6 Producing content for digital journalism	• Observation • Written tests • Assignments • Supervised exercises
3. Apply media convergence	3.1 Understanding the media industry 3.2 Effect of media convergence on content production 3.3 Effect of media convergence on content dissemination 3.4 Effect of media convergence on content consumption 3.5 Effects of convergence on the media industry 3.6 Understanding media convergence processes	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Regulate converged media	4.1 Understanding risks in converged media 4.2 Converged media rules and regulations 4.3 Rules and regulations in converged media 4.4 Laws and ethics in converged media 4.5 Importance of regulations in converged media 4.6 Challenges of regulating converged media	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

5. Determine impact of media convergence	5.1 Understanding the role of media channels, messages and audience in media converged. 5.2 Impact of internet in journalism 5.3 Impact of mobile technology in journalism 5.4 Analysis of case studies in media convergence	● Observation ● Written tests ● Oral questioning ● Assignments ● Supervised exercises

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders

DIGITAL CONTENT PRODUCTION

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/08/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **Produce Digital Content**

Duration of Unit: 140 hours

Unit Description

This unit specifies the competencies required to Produce Digital Content. It involves determining digital production hardware and software, writing for digital media, producing video for digital media, producing audio for digital media, producing graphics for digital and uploading digital content

Summary of Learning Outcomes

ELEMENTS		DURATION (HRS)
i.	Determine digital production hardware and software	20
ii.	Write for digital media	20
iii.	Produce video for digital media	30
iv.	Produce audio for digital media	20
v.	Produce graphics for Digital Media	30
vi.	Upload digital content	20
	TOTAL	**140**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine digital production hardware and software	1.1 Meaning of terms 1.2 Types of digital production hardware 1.3 Functions of digital production hardware 1.4 Types of digital production software 1.5 Functions of digital production software 1.6 Digital production landscape 1.7 Selecting digital projects	• Observation • Written tests • Assignments • Supervised exercises
2. Write for digital media	2.1 Introduction to digital media 2.2 Types of digital media platforms 2.3 Digital media content 2.4 Digital media writing styles 2.5 Writing digital media content 2.6 Writing for social media	• Observation • Written tests • Assignments • Supervised exercises
3. Produce video for digital media	3.1 Meaning of terms 3.2 Video formats for digital media 3.3 Selecting videos for digital media projects 3.4 Drafting video production scripts 3.5 Directing and recording videos for digital media projects 3.6 Editing videos for digital media project 3.7 Uploading videos on digital media platforms	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

4. Produce audio for digital media	4.1 Meaning of terms 4.2 Audio formats for digital media 4.3 Selecting audio for digital media projects 4.4 Drafting audio production scripts 4.5 Recording audio for digital media projects 4.6 Editing audio for digital media project 4.7 Uploading audio on digital media platforms	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •
5. Produce graphics for Digital Media	5.1 Meaning of terms 5.2 Graphic formats for digital media 5.3 Selecting graphics for digital media projects 5.4 Drafting graphics production sketches 5.5 Editing graphics for digital media project 5.6 Uploading graphics on digital media platforms	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
6. Upload digital content	6.1 Digital media uploading platforms 6.2 Selection of digital media uploading platforms 6.3 Uploading digital media content	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Computers
- Internet connectivity
- Text books and journals
- electronic database
- Scanners
- Photocopier

MODULE V

RESEARCH METHODS IN MASS COMMUNICATION

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/09/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **conduct research in mass communication**
Duration of Unit: 100 hours

Unit Description
This unit specifies the competencies required to conduct research in mass communication. It involves Identifying a research problem, formulating research objectives and questions, conducting research literature review, determining research design, determining data collection methods, analyzing interpreting and presentation data, and drafting research report

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
i. Identify a research problem	10
ii. Formulate research objectives and questions	10
iii. Conduct research literature review	20
iv. Determine research design	20
v. Determine data collection methods	20
vi. Analyse, interpret and present data	20
TOTAL	**100**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested Assessment Methods
1. Identify a research problem	1.1 Definition of research 1.2 importance of research 1.3 types of research 1.4 problem of research 1.5 formulate research problem 1.6 sources of research problem 1.7 qualities of good problem statements 1.8 qualities of effective objective	• Observation • Written tests • Assignments • Supervised exercises

2. Formulate research objectives and questions	2.1 purpose of hypothesis 2.2 characteristics of good hypothesis 2.3 types of hypothesis	• Observation • Written tests • Assignments • Supervised exercises
3. Conduct research literature review	3.1 importance of literature review 3.2 scope of literature review 3.3 steps in carrying out literature review 3.4 conduct literature review 3.5 sources of information	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Determine research design	4.1 define research design 4.2 types of research design 4.3 sampling techniques 4.4 sampling design 4.5 research instruments 4.6 validity and reliability 4.7 data analysis techniques	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •
5. Determine data collection methods	5.1 purpose of data collection 5.2 sources of data 5.3 data analysis in quality and quantity 5.4 ethical issues in data collection 5.5 computerized data analysis •	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
6. Analyse, interpret and present data	6.1 basic concepts of hypothesis testing 6.2 steps in hypothesis testing 6.3 types of errors and level of significance	• Observation • Written tests • Oral questioning • Assignments

		• Supervised exercises
7. Draft research report	7.1 definition and importance of research proposal 7.2 types of proposals 7.3 format of research proposal	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources

- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders

COMPUTER ASSISTED REPORTING (CAR)

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/04/6/A

Relationship to Occupational Standards

This unit addresses the unit of competency: **Computer Assisted Reporting**

Duration of Unit: 100 hours

Unit Description

This unit specifies the competencies required to carry out computer assisted reporting. It involves creating database for CAR, determining software in computer assisted reporting, determining sources of news, applying data mining techniques

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
i. Determine Computer tools in journalism	20
ii. Determine software in computer assisted reporting	20
iii. Determine sources of news	20
iv. Apply data mining techniques	20
v. Analyze mined data	20
TOTAL	**100**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine CAR tools	1.1 Introduction to CAR 1.2 Meaning of data 1.3 Telling stories using data 1.4 CAR tools 1.5 Use of word processors and spread sheets in CAR 1.6 Data importation 1.7 Data mapping 1.8 Data review on Excel 1.9 Data cleaning methods 1.10 Creating your own	• Observation • Written tests • Assignments • Supervised exercises

	database	
2. Determine software in CAR	2.1 Types of computer data 2.2 Meaning of Quantitative data 2.3 Meaning of Qualitative data 2.4 Statistical data analysis software 2.5 Data visualization software 2.6 Data categorization	• Observation • Written tests • Assignments • Supervised exercises
3. Determine sources of news	3.1 Sources of data 3.2 Security features for data sources 3.3 Public domain databases 3.4 Getting data from private sources 3.5 Assessing data value 3.6 Importance of assessing data mining sources	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Apply data mining techniques	4.1 What is data mining 4.2 Techniques of data mining 4.3 Reasons for data mining 4.4 Clustering data 4.5 Data classification 4.6 Data association 4.7 Data prediction 4.8 Classification and regression data trees (CART) 4.9 Text mining	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
5. Analyze mined data	5.1 Meaning of data analysis 5.2 Reasons for analysing data 5.3 Techniques of	• Observation • Written tests • Oral questioning • Assignments

	analysing data 5.4 Regression analysis 5.5 Hypothesis testing 5.6 Content analysis 5.7 Narrative analysis	• Supervised exercises

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders

INVESTIGATIVE JOURNALISM

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/11/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **Carry Out Investigative Journalism**

Duration of Unit: 120 hours

Unit Description

This unit specifies the competencies required to carry out investigative journalism**.** It involves determining investigative topic, determining investigative news sources, applying investigative techniques, carrying out investigative journalism, preparing in-depth copy, preparing promotional content.

Summary of Learning Outcomes

ELEMENTS	DURATION(HOURS)
i. Determine investigative topic	24
ii. Determine investigative news sources	24
iii. Apply investigative techniques	24
iv. Carry out investigative journalism	24
v. Prepare in-depth copy	24
TOTAL	**120**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine investigative topic	1.1 Public interest on the issue is established based on topic 1.2 Channels of digging out information are determined based on organizational structures 1.3 Sources of investigative story are selected based on the topic	• Observation • Written tests • Assignments • Supervised exercises

		1.4 Investigative topic is selected based on organizational guidelines 1.5 Qualities of investigative journalist	
2. Determine investigative news sources		2.1 Types of investigative sources 2.2 primary investigative news sources 2.3 secondary investigative news sources 2.4 Information extraction process	• Observation • Written tests • Assignments • Supervised exercises
3. Apply investigative techniques		3.1 Investigative interviewing techniques 3.2 Investigative subterfuge techniques	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Carry out investigative journalism		4.1 Nature of sources of investigative reporting 4.2 Types of sources of investigative resources 4.3 Interviewing skills for investigative reporting 4.4 Methods of protection of sources 4.5 Investigative story	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •
5. Prepare in-depth copy		5.1 Meaning of in-depth reporting 5.2 Importance of in-depth reporting 5.3 Characteristics of in-depth reporting 5.4 Process of in-depth reporting	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •

	5.5 Challenges of in-depth reporting 5.6 Effects of in-depth reporting 5.7 Paper trail in depth reporting 5.8 Type of lead Investigative	
6. Prepare promotional content	6.1 Channels of promotion 6.2 Promotional videos 6.3 blurbs and teasers	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders

MODULE VI

PROJECT MANAGEMENT

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/12/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **plan and manage project**

Duration of Unit: 120 hours

Unit Description

This unit specifies the competencies required to plan and manage project. It involves determining project plan, reviewing pertinent literature, developing project design, preparing project budget, developing data collection tools, collecting project data, presenting project data, analyzing and interpretation of data, documenting project finding conclusions and recommendations and write project report.

Summary of Learning Outcomes

ELEMENTS	DURATION (HOURS)
i. Determine project plan	12
ii. Review pertinent literature	12
iii. Develop project design	12
iv. Prepare project budget	12
v. Develop data collection Tools	12
vi. Collect project data	12
vii. Present project data	12
viii. Analysis and Interpretation of data	12
ix. Document project findings, conclusions and recommendations	12
x. Write project report	12
xi. TOTAL	**120**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine project plan	1.1 Importance of research in media 1.2 The research processes 1.3 Challenges in the research process 1.4 Qualities of a good research title 1.5 Selecting a research title	• Observation • Written tests • Assignments • Supervised exercises
2. Review Pertinent Literature	2.1 Meaning of statement of a problem 2.2 Identifying the research problem 2.3 Stating a research problem 2.4 Research problem in media 2.5 Importance of literature review 2.6 Sources of literature of review 2.7 Searching for literature 2.8 Evaluating literature 2.9 Writing the literature review 2.10 Referencing styles and citation 2.11 Plagiarism	• Observation • Written tests • Assignments • Supervised exercises
3. Develop project Design	3.1 Types of research design 3.2 Selecting research design 3.3 Developing research design	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

4. Prepare project budget	4.1 Determining research population 4.2 Reviewing sampling methods 4.3 Determining sample size 4.4 Applying sampling techniques 4.5 Choosing sample size 4.6 Identifying the budget items in the research 4.7 Identifying sources of funding 4.8 Drawing research budget 4.9 Justifying the research budget 4.10 Accounting for research expenditures	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •
5. Develop data collection tools	5.1 Types of data collection tools 5.2 Rationale of choosing research instruments 5.3 Developing research instruments 5.4 Reasons for piloting research instruments 5.5 Methods of administering research instruments	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •
6. Collect project data	6.1 Recruiting research assistants 6.2 Training research assistants 6.3 Carrying out field work 6.4 Dealing with research subjects 6.5 Handling field work challenges 6.6 Storing and retrieving data	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •

7. Present project data	7.1. Reviewing the data analysis process	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
8. Analysis and Interpretation of data	8.1 Choosing appropriate qualitative data analysis tools 8.2 Choosing appropriate quantitative data analysis tools 8.3 Dealing with challenges in data analysis 8.4 Interpretation of data	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •
9. Document project Findings, Conclusions and Recommendations	9.1 Presenting the finding 9.2 Drawing research conclusions 9.3 Making recommendations	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
10. Write project report	10.1 Reviewing types of research reports 10.2 Planning the structure of research report 10.3 Writing the research report 10.4 Packaging the research report 10.5 Submitting the research report 10.6 Emerging trends in media research	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises •

Suggested Methods of instruction

- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources

- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders

MULTIMEDIA GRAPHIC DESIGN

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/13/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **Multimedia graphic design**

Duration of Unit: 90 hours

Unit Description
This unit specifies the competencies required to practice Multimedia Graphic Design. It involves determining multimedia graphics, establishing multimedia design, designing typographic and graphics design project, designing multimedia audio-visual project, designing 2D and 3D animation project, producing multimedia project.

Summary of Learning Outcomes

ELEMENTS	DURATION (HOURS)
i. Determine Multimedia Graphics	15
ii. Establish multimedia design	15
iii. Design typography and graphics project	15
iv. Design multimedia audio-visual project	15
v. Design 2D and 3D animation project	15
vi. Produce multimedia project	15
TOTAL	**90**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Determine Multimedia Graphics types	1.1 Elements of design 1.2 Principles of design 1.3 Introduction to multimedia graphics design 1.4 Types of multimedia graphics	• Observation • Written tests • Assignments • Supervised exercises

		1.5 Importance of multimedia graphic design 1.6 Typography in multimedia design 1.7 Video in multimedia design 1.8 Audio in multimedia design 1.9 Animation in multimedia	
2. Establish multimedia design		2.1 Types of multimedia graphics design tools 2.2 Functions of multimedia graphics design tools 2.3 Scope of multimedia graphic design project 2.4 Production of multimedia design project	• Observation • Written tests • Assignments • Supervised exercises
3. Design typography and graphics project		3.1 Meaning of terms 3.2 Types of typography 3.3 Importance of typography in design 3.4 Typography rules in design 3.5 Techniques and styles of typography in multimedia design 3.6 Using typography in multimedia graphics 3.7 Types of graphics 3.8 Importance of graphics in multimedia graphics 3.9 Techniques and styles of graphics in multimedia graphics 3.10 Types of graphic design tools 3.11 Using graphic design tools	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

	3.12 Integrating graphics in multimedia project	
4. Design multimedia audio-visual project	4.1 Types of video formats 4.2 Importance of video in multimedia graphics design 4.3 Functions of video in multimedia graphics design 4.4 Types of video editing tools 4.5 Editing video for multimedia graphics 4.6 Integrating video in multimedia project	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
5. Design 2D and 3D animation project	5.1 Meaning of terms 5.2 Introduction to animation 5.3 Importance of animation in multimedia graphics 5.4 Functions of animation in multimedia graphics design 5.5 Types of animation tools 5.6 Designing 2D animations 5.7 Designing 3D animations 5.8 Integrating animation in multimedia project	•
6. Produce multimedia project	6.1 Planning the execution of multimedia project 6.2 Scripting for multimedia project	•

| | 6.3 Storyboarding for multimedia project
6.4 Designing the multimedia project
6.5 Editing of the multimedia project
6.6 Production of multimedia project | |

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders

WEB TECHNOLOGY

TVET CDACC UNIT CODE: MDJ/CU/DIJ/CR/14/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: **Web technology**

Duration of Unit: 120 hours

Unit Description

This unit specifies the competencies required to apply Web Technology. It involves demonstrating the use of web design tools, establishing content management systems, determining web content integration, integrating text and graphics, integrating video and audio, integrating motions and animations, designing websites and publishing websites

Summary of Learning Outcomes

ELEMENTS	DURATION (HOURS)
i. Demonstrate the use of web design tools	15
ii. Establish content management systems	15
iii. Determine web content integration	15
iv. Integrate text and graphics	15
v. Integrate video and audio	15
vi. Integrate motions and animations	15
vii. Design websites	15
viii. Publish Websites	15
TOTAL	**120**

Learning Outcomes, Content and Suggested methods of assessment

Learning Outcome	Content	Suggested methods of assessment
1. Demonstrate the use of web design tools	1.1 Introduction to web technology 1.2 Introduction to web designing 1.3 Types of Web design formats 1.4 Web design tools 1.5 Functions of web design tools	• Observation • Written tests • Assignments • Supervised exercises
2. Establish content management systems	2.1 Introduction to web content management systems 2.2 Types of web content management systems 2.3 Functions of web content management systems 2.4 Setting up web content management system 2.5 Managing web content	• Observation • Written tests • Assignments • Supervised exercises
3. Determine web content integration	3.1 Meaning of terms 3.2 Types of digital content 3.3 Understanding digital content integration 3.4 Methods of digital content integration 3.5 Digital content integration tools 3.6 Process of digital content integration	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Integrate text and graphics	4.1 Introduction to web integration 4.2 Forms of web integration 4.3 Types of fonts and their use in web	• Observation • Written tests • Oral questioning • Assignments

	4.4 Graphic formats and their use in web 4.5 Texts and graphics integration tools 4.6 Integrating text and graphics in web	• Supervised exercises
5. Integrate video and audio	5.1 Types of audio formats and their use in web 5.2 Video formats and their use in web 5.3 Audio integration tools 5.4 Video integration tools 5.5 Integrating audio in web 5.6 Integrating video in web	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
6. Integrate motions and animations	6.1 Understanding motions and animations and their uses in web 6.2 Motions and animation integration tools 6.3 Integrating motions and animations in web	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
7. Design websites	7.2.Websites design techniques and methods 7.3.Types of websites design 7.4.Select websites content 7.5.Web page layout 7.6.Web design tools 7.7.Designing a website	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
8. Publish Websites	8.1.Types of website hosting platforms 8.2.Choosing website hosting platform	• Observation • Written tests • Oral questioning

	8.3. Uploading website on hosting platform 8.4. Managing updates and posts on the website	• Assignments • Supervised exercises

Suggested Methods of instruction
- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources
- computers
- internet connectivity
- text books and journals
- electronic database
- scanners
- photocopier