Course description: Digital Technologies

Course description template
1. **Course Name**
Digital technologies
2. **Course code**
DT
3. **Chapter and Year**
2025-2026
4. **Date this description was prepared**
Tuesday02December2025
5. **Available forms of attendance**
My presence
6. **Number of hours of theRaasaThe whole**
90 study hours
7. **Name of course coordinator**
Dr. Ayad Hamid Musa
8. **Course objectives**
1. The student should understand the digital foundations of transformation and its impact on the contemporary media landscape.. 2. The student should master the use of digital multimedia production tools (text, image, video, audio).. 3. The student should develop the ability to formulate an effective creative strategy.. 4. To analyze the behavior of digital content usingProgramsAnalysis and effectiveness. 5. The student should be introduced to the latest emerging media technologies, such as artificial intelligence and augmented reality.. 6. To apply the principles of digital marketing, including search engine optimization(SEO) and social media ads. 7To get to know the new students and the professionalism of working in the digital media space.
9. **Teaching and learning strategies**
1Media project-based learning: Simulating real-world work environments through the design and implementation of integrated digital projects (such as a social media campaign, podcast, or blog) that produce publishable content and add to the student's professional portfolio.. 2Live, experiential learning in the digital studio: Direct practical application in well-equipped labs (for audio, video, editing) using professional software, simulating real media production scenarios and managing digital platforms.. 3A flipped classroom focused on application. Presenting theoretical and technical content via recorded materials or online platforms before the lecture, and transforming class time into practical workshops, discussion sessions, and designing solutions to digital media challenges.. 4Data and performance-based learning Training students to collect and analyze real digital content performance indicators (such as views, engagement, and conversion) using analytics tools, and to make informed editorial and marketing decisions based on the results.. 5Integrated cross-disciplinary education Linking technical skills to the media context by integrating graphic design with digital storytelling, digital marketing with video production, and media ethics with digital campaign management, to prepare professionals capable of integrating into work teams..
10. **Course structure**

Chapter One					
Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Introduction to Digital Technologies + Basic Concepts of Digital Technologies	The student should learn about the concept of digital technologies and their concepts.	3	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The new media structure of the 21st century	The student should become familiar with the new media structure in the twenty-first century.	3	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media applications of the Internet	The student should become familiar with the media applications of the Internet.	3	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Areas of benefit from modern technology in the field of media	The student should learn how to utilize modern technology in the field of media.	3	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Digital information sources	The student should learn about digital information sources.	3	5
First month exam					6
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The role of artificial intelligence in media	The student should learn about the role of artificial intelligence in media.	3	7
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Artificial intelligence applications in online journalism	The student will learn about the applications of artificial intelligence in electronic journalism.	3	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Arab journalism and artificial intelligence	The student should learn Arabic journalism and artificial intelligence.	3	9
Electronic, written, oral, and	Delivering lectures and	Communication technology	The student should learn	3	10

Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
direct question tests	discussions in person		communication technology.		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Cloud computing	The student should learn about cloud computing.	3	**11**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Internet of Things	The student should learn about the Internet of Things.	3	**12**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Metaphysical flags	The student should become familiar with metaphysical symbols.	3	**13**
Monthly exam 2					**14**
Review topicsChapter One					**15**

Chapter Two					
Evaluation Method	**Learning method**	**Unit name**	**Learning outcomes**	**Number of hours**	**Week number**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Big data	The student should become familiar with big data.	3	**16**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The student should learn computational thinking.	The student should learn computational thinking.	3	**17**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Computer networks	The student should learn about computer networks and their types.	3	**18**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Automation and the reasons for moving towards it	The student should understand the reasons for moving towards automation.	3	**19**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Virtual and Augmented Reality	The student should learn about virtual and augmented reality.	3	**20**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Cybersecurity	The student should learn cybersecurity	3	**21**

First month exam					**22**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	robots	The student will learn about robots.	3	**23**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Machine learning	The student should learn what machine learning is and how to train and test it.	3	**24**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Electronic publishing	The student should learn electronic publishing.	3	**25**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	fuzzy computing	The student should learn fuzzy computing.	3	**26**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Digital Marketing	The student should learn digital marketing	3	**27**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Digital Content Management	The student should learn how to manage digital content.	3	**28**
Second semester exam					**29**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Practical applications		3	**30**
Final exam					**31**

11. **Course evaluation**

The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams. Editorial and reporting...etc.
20 (marks for the first semester) 15 theory and 5 practical
20 (marks for the second semester) 15 theory and 5 practical
degreeAnnual effort 40and60 marks on the final exam

12. **Learning and teaching resources**

1. **University of Dhi Qar Curriculum / College of Media / Department of Digital Media**
2. **Media Technology in the Digital Age**