



**UNIVERSITY OF
ZULULAND**

**FACULTY OF ARTS
DEPARTMENT OF COMMUNICATION SCIENCE**

STUDENT GUIDE

YEAR: 2022

Module Title	Digital Communication 1
Module Code	1COM151
Programme in which the module is offered	BA Intercultural Communication (1CDEG1) Diploma in Public Relations Management (1CPDP1) Diploma in Media Studies (1CMDP1)
Year of offering/ Level of study	1st year
SAQA Credits	15
NQF level	5
Name of Lecturer	Mrs. J.B. Dlamini Prof. G.M. Naidoo
Student's Name	



Welcome to the Department of Communication Science. **Digital Communication 1 (1COM151)** module will expose students to various areas of *digital communication*. The module aims to provide students with information on *digital communication* management. It also aims to empowering students to make a difference when applying *digital communication* during crises such as then unexpected COVID19 pandemic.

Join our WhatsApp group:

KwaDlangezwa Campus: <https://chat.whatsapp.com/FRa0SgweF5C3AArsPqfPJD>

Richards Bay Campus: <https://chat.whatsapp.com/HgMpk6QmHqUCkDLkcSbVrK>

You will need access to a computer and access to the internet to complete this course. This course will be conducted via electronic communication; this means that each lesson will be conducted online. You are encouraged to use UNIZULU's online library and the Internet to conduct research and to read further about different learning areas of Digital Communication 1. In order for you to gain this experience and the benefit of having a stress free learning environment you must pace yourself and ensure that you complete all assessments timeously. Keep your **PROOF OF REGISTRATION** safely. Also take note of the following:

- You must **ATTEND ALL** my classes/ lectures *which may and will include online lessons & activities as long as there are COVID-19 restrictions*.
- Attendance is monitored by **MOODLE**, therefore ensure that you register for this course on **MOODLE** and logon every week.
- **All assignments and assessment s will be posted on MOODLE**. Submit all **ASSIGNMENTS** and **PROJECTS** on the due dates and ensure that you keep copies of them.
- Ensure that you insert your **STUDENT NUMBER & NAME** on each page.
- Your **PRESENTATION** must be of a high quality embracing **EXCELLENCE**.
- **PARTICIPATE** in *online* class sessions.
- Ensure that you are a **PERSON OF INTEGRITY** and every piece of work you submit **MUST** be your **OWN**. **MY ONLINE PLATFORMS ARE PROGRAMMED TO DETECT PLAIGRAISM AS WELL AS WHETHER TWO OR MORE SUBMISSIONS HAVE EVIDENCE OF COPYING. DO NOT COPY OTHER PEOPLES WORK.**
- Follow **MY INSTRUCTIONS** and your **STUDY GUIDE**.
- Submit **PROOF of ILLNESS** such as a doctor's certificate or a death certificate in case one of your family members pass away. This will be required especially if you miss a scheduled *online PRACTICAL SESSION* or **TEST or EXAMS**.
- If you encounter any problems or if you need to see me in regards to the course you are requested to make an *online APPOINTMENT*. Do not hesitate, to ask for **HELP**.

Lecture's Details: Mrs. J.B. Dlamini Communication Science Faculty of ARTS Richards Bay Campus 2 nd floor, A-2 47 Email: Dlaminij@unizulu.ac.za Telephone: 035 9026946	Lecture's Details: Prof. GM Naidoo Communication Science Faculty of ARTS KwaDlangezwa Campus / Office 613 Email: NaidooG@unizulu.ac.za Telephone: 035 902 6164
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Weekly course outline and other information can be accessed at **MOODLE**

LASTLY, make sure you read through the Faculty of Arts Handbook for other important information.

CONTACT DETAILS AND CONSULTATION TIMES

You will form part of a WhatsApp group through which you would be able to consult with others in your class and your lecturer.

(i) Lecturer's consultation times

Days of the week	Times	Venues
<i>Tuesday</i>	<i>11h00-12h30</i>	<i>WhatsApp</i>
<i>Wednesday</i>	<i>11h00-12h30</i>	

(ii) Departmental secretary

Contact : Ms. Makhanya

E-mail : makhanya@unizulu.ac.za

(iii) Departmental HOD

Contact : Prof. GM Naidoo

E-mail : naidoog@unizulu.ac.za

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1 LEARNING COMPONENT

1.1 Purpose of the Module

The purpose of this module is to provide students with an understanding of basic electronic communication methods.

MODULE OUTCOMES

- Introduction to Computer Basics demonstrates understanding the make-up of a computer.
- Use Microsoft Word to write letters and reports.
- Use Microsoft EXCEL to compile databases.
- Use Microsoft POWERPOINT to create presentations.
- Use Microsoft FRONTPAGE to develop Web Pages.
- Use Microsoft PUBLISHER for designing publications.
- Surf the INTERNET and find information, images, music and videos.

1.2 Resources

- *Memory stick (from 8GB)*
- *Headset*
- *Laptop*

1.3 Learning Unit breakdown

Week	TOPICS
Week 1	INTRODUCTION TO DIGITAL COMMUNICATION <ul style="list-style-type: none"> • Overview of course and assessments • Learning outcomes • Guidelines and Rules • Login to a computer <ul style="list-style-type: none"> • Understanding MOODLE
	Learning Unit 1: INTRODUCTION TO ELECTRONIC MAIL <ul style="list-style-type: none"> • Email Basics • Using Emails
TBA	Assessment 1
	Learning Unit 2: COMPUTING FUNDAMENTAL
Week 2	<ul style="list-style-type: none"> • Tell the difference between a desktop and laptop computer. • Identify parts of a computer. • Plug in headphones correctly. • Identify a mouse and a touchpad. • Identify mouse pointers • Demonstrate knowledge of keys on a keyboard • Demonstrate an understanding that mice can be customized.
Week 3	<ul style="list-style-type: none"> • Demonstrate an understanding that screen resolution can be changed. • Demonstrate an understanding that software programs are upgraded periodically. • Identify storage media. • Log on to a computer • Turn a computer and monitor on and off. • Double click and right click.
	<ul style="list-style-type: none"> • Drag and drop. • Use a mouse to select checkboxes, use drop-down menus, and scroll. • Adjust volume and mute audio. • Identify icons on a desktop. • Use the recycle bin for trashing and retrieving items. • How to take a screenshot using the Keyboard. • Information management (Creating folders, naming and renaming, deleting and file recovery).
TBA	ASSESSMENT 2

<p style="text-align: center;">Week 4 & 5</p>	<p>Learning Unit 3: SURF THE INTERNET</p> <ul style="list-style-type: none"> ● Identify an Internet Service Provider and ways to connect to the Internet. ● Demonstrate knowledge of browsers and identify commonly used browsers. ● Identify a website. ● Identify a homepage. ● Identify common domain types. ● Demonstrate knowledge of ways to increase Internet safety for children. ● Demonstrate knowledge of antivirus software. ● Avoid providing financial information unless on a secured website. ● Correctly enter a security code. ● Fill out an online form. ● Identify the address bar and enter a URL address. ● Identify browser toolbar buttons and use them correctly. ● Identify search engines and enter search terms into the search engine. ● Use scroll bars. ● Use a hyperlink to access other web pages. ● Create a new tab, open a webpage in a tab, and move between tabs. ● Identify a pop-up window and close it. ● Enable an individual pop up window.
<p style="text-align: center;">Week 6 & 7</p>	<p>Learning Unit 4: MICROSOFT OFFICE: WORD</p> <ul style="list-style-type: none"> ● Open a document. ● Identify file extensions. ● Use Spelling and Grammar check. ● Format the size, colour and type of font. ● Set single or double spacing. ● Align text. ● Use bullets and automatic numbering. ● Use the Undo button. ● Cut, copy and paste. ● Set margins. ● Select portrait or landscape. ● Demonstrate knowledge of the difference between "Save" and "Save As" functions. ● Print. ● Save and close a document.
<p>TBA</p>	<p>Assessment 3</p>

<p style="text-align: center;">Week 8</p>	<p>Learning Unit 5: MICROSOFT OFFICE: POWERPOINT</p> <ul style="list-style-type: none"> • Open a new or existing PowerPoint presentation. • Identify parts of the PowerPoint Screen: slide navigation pane, slide pane, notes, the ribbon, quick access toolbar, and scroll bars. • Insert new slides, duplicate, or reuse slides. • Manage text (insert, delete, copy, cut and paste, drag and drop, format, and use spellcheck). • Apply or change a theme. • Use zoom control. • Insert items into a presentation, resize and adjust them (video, chart, pictures, clip art, screenshots). • Add a text box, adjust it, resize it, or delete it.
<p style="text-align: center;">Week 9</p>	<ul style="list-style-type: none"> • Change the view of slides (normal, slide sorter, reading view, slideshow view). • Insert, delete and move slides using slide navigation pane. • Use the quick access toolbar. • Apply and customize slide transitions (select, preview, add sound, automatic advance). • Understand the basics of PowerPoint etiquette (limited text, text that stands out on background, clear titles) • Play a slideshow, advance through the slides, and end slideshow (using screen toolbar features). • Save a presentation as a .ppt, .pdf, .png, etc. • Create handouts. • Print a presentation.
<p style="text-align: center;">Week 10</p>	<p>Learning Unit 6: MICROSOFT OFFICE: EXCEL</p> <ul style="list-style-type: none"> • Open a workbook • Identify parts of Excel Screen: ribbon, formula bar, active cell, a name box, column letter, row number. • Locate a cell. • Identify sheet tabs, create a new tab, and rearrange tabs. • Name worksheets. • Create headings and freeze them. • Format cells: bold, underline, size, merge and centre, wrap text, number (currency, time, percentages, etc.) • Adjust rows and columns. • Enter data in a cell. • Copy and move cell entries.

<p style="text-align: center;">Week 11</p>	<ul style="list-style-type: none"> • Choose page orientation. • Select a print area and print. • Save and name workbook. • Insert and delete rows and columns. • Write a formula in the formula bar (-, +, *, /). • Use AutoFill. • Use AutoSum (Sum, average, etc.). • Select a range. • Sort data (least to greatest, alphabetically, etc.). • Create a graph using data. • Save and close workbook using the quick access toolbar.
<p style="text-align: center;">TBA</p>	<p style="text-align: center;">Assessment 4</p>
<p style="text-align: center;">Week 12</p>	<p>Learning Unit 7: Websites Formats & Design</p> <ul style="list-style-type: none"> • Understanding the Web • What is a URL • What are IP addresses • What is a domain, Web servers and website hosting? • How to register a domain name • FTP programmes
<p style="text-align: center;">Week 12</p>	<p>Understanding the different parts of a website</p> <ul style="list-style-type: none"> • Building your first web page • What are web designing code • Designing programmes • Online designing programmes

Week 13	<p>Learning Unit 8: Getting to Know Publisher 2010</p> <ul style="list-style-type: none"> • Advantages and disadvantages of Publisher • Introduction to the Publisher 2010 environment • Backstage view • Challenge! <p>Producing a Publication</p> <ul style="list-style-type: none"> • Creating a publication • Page layout <p>Producing printed publications</p> <ul style="list-style-type: none"> • Paper • Print quality • Delivery <p>Printing and publishing</p> <ul style="list-style-type: none"> • Printing settings • Before you print <p>Publishing electronically</p> <ul style="list-style-type: none"> • To publish as a PDF: • Challenge!
Week 14	REVISION

1.4 Mode of Delivery

- Lectures through blended platforms

1.5 Arrangements for self-study

Students must adhere to the weekly scheduling stated above and additional study material available on virtual classroom.

1.6 Arrangements for e-learning

The module is based on electronic communication and will have a variety of online tutorials and assessments.

2 ASSESSMENT COMPONENT

2.1 Assessment timetable

Assessment Category	Weighting %	Due Dates
Assessment 1	10%	March (TBA)
Assessment 2	10%	March (TBA)
Assessment 3	10%	April (TBA)
Assessment 4	20%	April (TBA)
Sub-Total	50%	
Final Examination	50%	TBA
Total	100%	

2.3 Assignment and project details

(a) *All assignment must be typed out as follow:*

- *Arial to be used.*
- *Use 12 Point font,*
- *1.5-line spacing,*
- *Insert Page numbers.*
- *Use the university approved assignment front page as provided in **Annexure A**, this should reflect your personal information.*
- *Make provision for a table of contents.*
- *Reference all outside sources that you use*

Table 1: Assessment Criteria Template

Learning outcomes	Assessment criteria	Assessment methods
<p>The student will be able to:</p> <p>Use the following Microsoft office applications for business use:</p> <ul style="list-style-type: none"> • Digital communication channels • Microsoft WORD • Microsoft EXCEL • Microsoft POWERPOINT • FRONTPAGE to develop Webpages / Online applications. <p>Surf the Internet</p> <p>Communicate using digital communication channels such as email / social media.</p>	<p>The student will be competent if the student will be to:</p> <ul style="list-style-type: none"> -Be able to Microsoft WORD to write letters, reports, design timetables /business cards and invitations. -Be able to use Microsoft EXCEL to compile databases, budget. -Be able to use Microsoft POWERPOINT to create presentations. -Surf the Internet. -Communicate using digital communication channels such as email / social media. -Web page design or active social media platform. 	<p><i>Formative Assessments: Written Tests, Online Tests, Practical Assignments.</i></p>

3 READINGS

3.1 Required readings

TITLE	AUTHOR	PUBLISHER
Discovering Computers (Living in a digital world)	Shelly & Vermaat	Cengage

4 ASSESSMENT RUBRIC TEMPLATES:

Table 1: Assessment rubric Templates

Assessment 1	Assessment 2	Assessment 3	Assessment 4
<p>Practical individual assessment:</p> <ol style="list-style-type: none"> 1. Online quiz on Learning unit 1: Introduction to Electronic Mail 2. Practical assessment on using Email <p><i>Assessment rubric attached below:</i></p>	<p>Individual assessment – Online Test:</p> <ol style="list-style-type: none"> 1. Learning unit 2: Computing Fundamentals 	<p>Practical Individual Assessment:</p> <ol style="list-style-type: none"> 1. Learning unit 4 Microsoft Word <p><i>Assessment rubric attached below</i></p>	<p>Practical Individual Assessment:</p> <ol style="list-style-type: none"> 1. Learning unit 5 Microsoft PowerPoint 2. Learning unit 6 Microsoft Excel <p><i>Assessment rubric attached below</i></p>

Digital Communication 1

Practical individual assessment 1_Rubric

Student number: _____

Student name: _____

EMAIL PRACTICAL

10	5	5	5	5	5	10	5	=50
Created a gmail account	Subject of email	Greeting included on email	responded to question 1	responded to question 2	responded to question 3	Sign the email before sending it	email sent to the correct lecturer	

ONLINE QUIZ

50	Student mark
Online quiz on MOODLE based on Learning unit 1: Electronic Mail	

Lecturer Comments:

Digital Communication 1 - Practical Individual Assessment 3_Rubric

Student number: _____

Student name: _____

Worksheet 3: Microsoft Word

5	5	5	5	5	5	5	5	5	5	=50
Create a folder: MsWord_ZuluZama_20210000	Sheet 1: Save a blank file as Worksheet 3_ZuluZama_20210000 in the folder	Font type correct	Font style correct	Uppercase inserted where required	Shading is unique per module	Footer: Page number inserted	Header information Inserted	WordArt inserted	Relevant picture inserted	

Worksheet 4: Microsoft Word

5	5	5	5	5	5	5	5	5	5	=50
Save a document in the correct folder that you created in Worksheet 3	Save a document with a correct file name: Worksheet 4_Zulu_Zondi in the folder that you created in Worksheet 3	Address: Align text right	Heading formatted correctly	Justify the alignment on paragraphs	Bullets inserted	Spelling checked	Grammar checked	Footer: Page number inserted	Header Information Inserted	

Lecturer Comments:

Digital Communication 1 - Practical Individual Assessment 4_Rubric

Student number: _____

Student name: _____

Worksheet 6: Microsoft Excel

5	5	5	5	5	5	5	5	5	5	=50
Create a folder: MsExcel_PowerPoint_Zulu_Zondi	Sheet 1: Save a blank file as Worksheet 6_Zulu_Zondi	Sheet 1 data: Font sizeTahoma/12	Sheet 2: sort data alphabetic(surname)	Sheet 3: sort data numeric (student number)	Sheet 4/ Heading: Algerian, size 14, bold&italic, merge, black	Total income calculation	Total expenses calculation	savings/deficit calculation	currency inserted	

Worksheet 7: Microsoft PowerPoint

5	5	5	5	5	5	5	5	5	5	=50
Save a presentation in the correct folder that you created in Worksheet 6	Save a presentation with a correct file name: Worksheet 7_Zulu_Zondi in the folder that you created in Worksheet 6	Insert a design of your choice on a background of slides	Insert a transitions on each slide	Slide 1 content & layout correctly inserted	Slide 2 content & layout correctly inserted	Slide 3 content & layout correctly inserted	Slide 4 content & layout correctly inserted	Slide 5 content & layout correctly inserted Slide 5 content & layout correctly inserted	Insert animations on slide headings only	

Lecturer Comments: