Digital and Non-Digital Media

Media 8 and 9
Digital Media
Digital Media

Definition: is a combination of content and technology that requires a team of experts in a variety of fields to create.

Examples:
1. eCommerce
2. Games – console, online and mobile
3. Websites and mobile applications
4. Animation
5. Social media
6. Video
7. Augmented reality
8. Virtual reality
9. Data visualization
10. Location-based services
11. Interactive Storytelling
eCommerce²

- **Definition:**
  - Selling and buying of products and amenities (examples: pedicure and manicure, massage, yoga, gym membership, etc.) using digital platforms including the internet

- **Examples:**
  - Online Banking
  - Amazon.ca

- **Activity**
  - Pair up and come up with 5 different examples of eCommerce on a piece of paper (due at the end of the block)
Games – Console, Online and Mobile

- Definition: Electronic Games played on a variety of platforms

- Examples
  - WOW: World of Warcraft – PC based online game
  - Wii Games – Just Dance
  - Candy Crush Saga

- Activity
  - Pair up and come up with 5 different examples of digital games on a piece of paper (due at the end of the block)
Websites and Mobile Applications

- **Definition:** Online electronic documents that contain links to other sites and has internal navigation

- **Examples**
  - Search Engines: Google
  - Websites: [www.weebly.com](http://www.weebly.com)

- **Activity**
  - Pair up and come up with 5 different examples of websites and mobile applications on a piece of paper (due at the end of the block)
Animation

- Definition: the illusion of movement of 2-D images by playing them in order at a specified speed

- Example:
  - Animated films including Disney
Social Media

Definition: Interactive online platforms where people across the world can communicate with each other

Example: Facebook

Activity

Pair up and come up with 5 different examples of Social Media on a piece of paper (due at the end of the block)
Video

Definition: the capture of animation or live action movements. These can vary in length from a short segment that is seconds long to things that are many hours long.

Examples:
- Commercials
- Movies
- Music Videos

Activity
- Pair up and come up with 5 different examples of Videos on a piece of paper (due at the end of the block)
Augmented Reality

- Definition: this is a cross between reality and things that are computer generated. This can be used as an avenue to connect people with the world so that their environment is controlled.

- Examples:
  - A synthesizer of voice
Virtual Reality

- **Definition:** this is placing a person in a completely computer generated reality by the use of a helmet and gloves that they can use to navigate the simulated environment.

- **Examples:**
  - Some video games

- **Activity**
  - Pair up and come up with 2 different examples of Virtual Reality on a piece of paper (due at the end of the block)
Data Visualization

- Definition: this is the use of programs like excel to manipulate data to generate bar graphs and other graphical representations.

- Examples:
  - Survey Results

- Activity:
  - In pairs create a survey with an appropriate question and 5 choices. Then take your survey and collect data from the class.
  - Example (which you cannot use): What is your favourite chocolate bar?

<table>
<thead>
<tr>
<th>Mars</th>
<th>Kit Kat</th>
<th>Twix</th>
<th>Bounty</th>
<th>Snickers</th>
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<td>5</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>3</td>
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</table>
Definition: Services that enable you to find your location using GPS (global positioning service), Wi-Fi and your mobile network (if using a cell phone).

Examples:
- Using GPS to navigate a new place like Prince George

Activity:
- Using your phone determine where it says you are located in the world. Write this location down on a piece of paper with your name and hand it in at the end of the block.
- Once you have found your location please put your phones away.
Interactive Storytelling

- **Definition**: the use of technology as well as hard copy books to make them more accessible to a greater population.

- **Examples**:
  - E-text to help read books out loud

- **Activity**
  - In groups of 3 come up with a way that you could make books more accessible to everyone.
  - Hand in your response by the end of the block
Digital Media

- Industries digital media is use in:
  - Entertainment
  - Technology
  - eCommerce
  - Non-Profit
  - Health
  - Education
  - Marketing and advertising
  - Government
  - Sports
  - Environment
  - Television
  - Publishing
Digital Media Questions (please hand in by the end of the block)

- Does anyone here play video games?
- Let’s Make a list of video games you play
- Does anyone here watch Movies?
- Let’s Make a list of Movies
  - Let’s compare the different types of movies

<table>
<thead>
<tr>
<th>Documentaries</th>
<th>Cartoons</th>
<th>Horror</th>
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<td>Live Action</td>
<td>Animation</td>
<td>Drama</td>
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<tr>
<td>Romance</td>
<td>Comedies</td>
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</tbody>
</table>
Non-Digital Media
Non-digital Media

- Definition: creating a product or item by hand, not using a computer or other technologies such as the internet

- Examples: This could be the production of story boards or writing a novel by hand.

- Industries non-digital media is used in: Movie production in the primary stages that include the use of story boards to draw what the scenes should look like
Create a short comic strip – Due by the end of class

- Example
Criteria for Comic Strip

- Create a 4 panel cartoon
- Stick figures are accepted (as long as we can distinguish between the different characters)
- Appropriate images and content are mandatory
- Must be a consecutive sequences
- Must contain a begging, middle and end
- Make sure your cartoon has a title
- You may colour your cartoon if time permits

- IT IS DUE AT THE END OF THE BLOCK
Writing a Novel or short story

Example:
- Little red Ridding hood
- The Lord of the Rings
Create your own short story

Criteria:
- Must have a title
- Must have at least 2 paragraphs (each paragraph must have 6 sentences)
- Appropriate content is mandatory
- Must be a consecutive sequences
- Must contain a beginning, middle and end