



# Digital and Non-Digital Media

Media 8 and 9

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# Digital Media

# Digital Media<sup>1</sup>

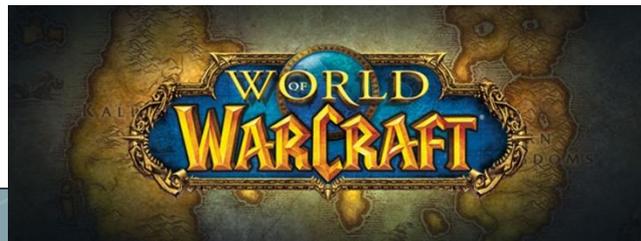
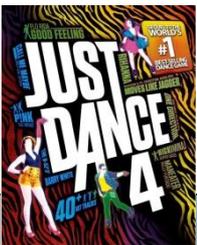
- Definition: is a combination of content and technology that requires a team of experts in a variety of fields to create
- Examples:
  1. eCommerce
  2. Games – console, online and mobile
  3. Websites and mobile applications
  4. Animation
  5. Social media
  6. Video
  7. Augmented reality
  8. Virtual reality
  9. Data visualization
  10. Location-based services
  11. Interactive Storytelling

# eCommerce<sup>2</sup>

- 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<sup>3</sup>

- 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<sup>4</sup>

- 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<sup>5</sup>

- 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?

Mars	Kit Kat	Twix	Bounty	Snickers
5	2	3	2	3

# Location Based Services

- 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 you 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<sup>1</sup>

- 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

Documentaries	Cartoons	Horror
Live Action	Animation	Drama
Romance	Comedies	



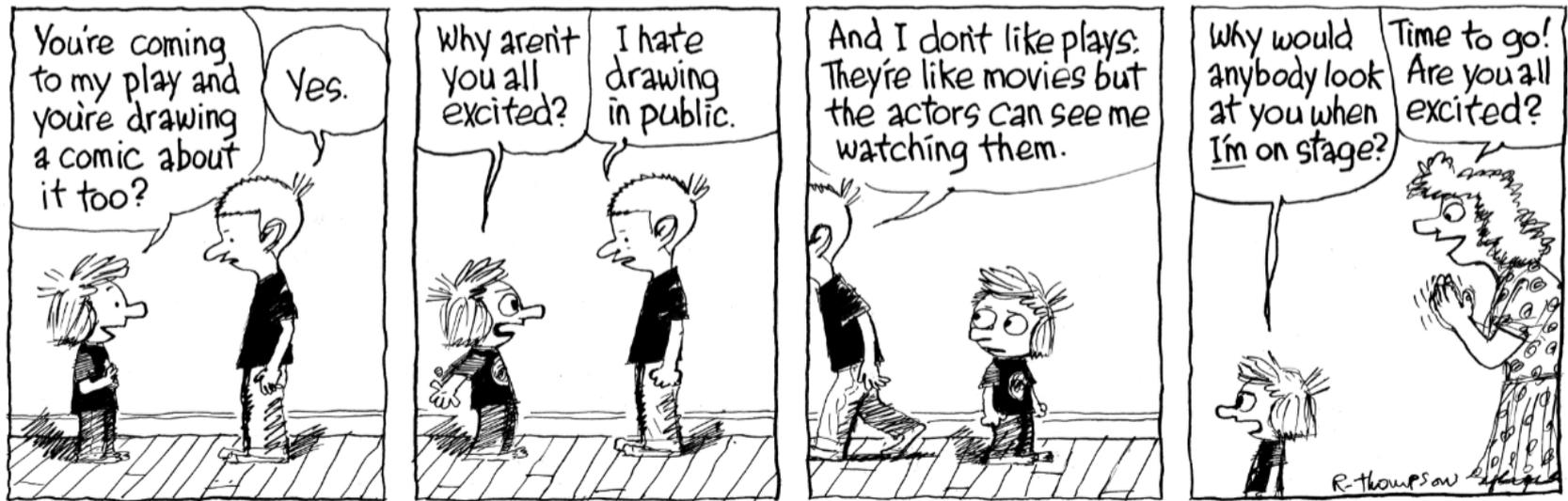
# Non-Digital Media

# Non-digital Media<sup>7</sup>

- 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 beginning, 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