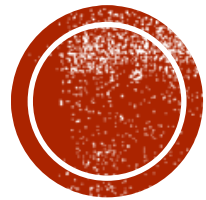# DIGITAL AND NON-DIGITAL MEDIA

Media 8 and 9

DIGITAL MEDIA

DIGITAL MEDIA[1]

- 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

- **<u>Activity</u>**
  - 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

- 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[3]

- 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[4]

- 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[5]

- 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[1]

- Industries digital media is use in:
  - Entertainment
  - Technology
  - eCommerce
  - Non-Profit
  - Health
  - Education
  - Marketing and advertising
  - Government
  - Sports
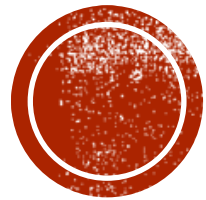 - Environment
  - Television
  - Publishing

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[7]

- 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
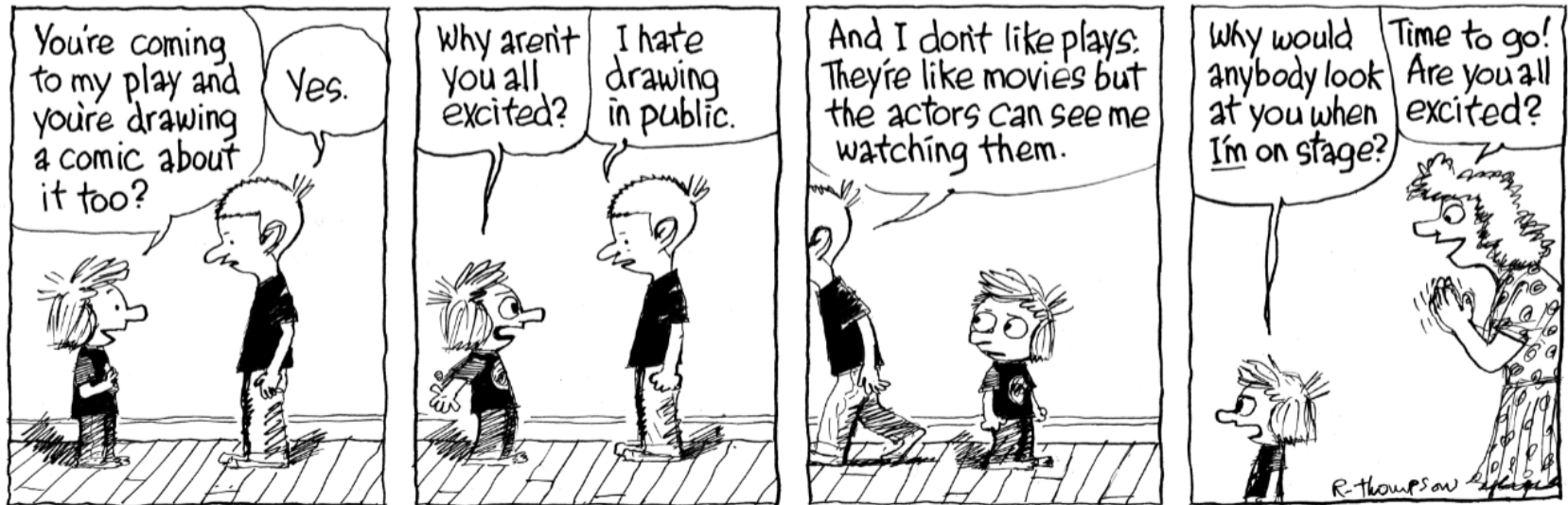
CRITERIA FOR COMIC STRIP

- 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

- When writing a story it is important that it makes sense.
  - This means that a story has a beginning, a middle and an end

- Example:
  - Little Red Ridding Hood
  - The Lord of the Rings

WRITING A NOVEL OR SHORT STORY

- Example:
  - Once upon a time in a kingdom of snow and ice there lived a fairy princess called Bluebell. She was a very happy princess but she felt like something was missing in her life. One day she decided to explore the neighboring kingdom that was warm and had sand instead of snow. On her journey she met a human prince who was kind and generous. They became best friends and traveled all over the world in hopes of finding an adventure.
  - During their adventures the human prince, Dexter, was captured and Princess Bluebell learned how to become a warrior when she met a pirate captain. After two years of training with the pirate captain, she was able to save Prince Dexter and they lived happily ever after.

CREATE YOUR OWN SHORT STORY

- Criteria:
  - Must have a title
  - Must have at least 2 paragraphs (each paragraph must have 4 sentences)
  - Appropriate content is mandatory
  - Must be a consecutive sequences
  - Must contain a beginning, middle and end

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