



DIGITAL AND NON- DIGITAL MEDIA REVIEW

COMPUTERS 10 TO 12

DIGITAL MEDIA



DIGITAL MEDIA¹

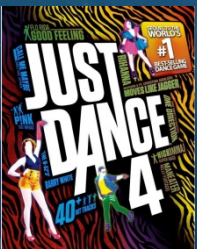
- Definition: is a combination of content and technology that requires a team of experts in a variety of fields to create
- Examples:
 1. eCommerce
 2. Games – console, online and mobile
 3. Websites and mobile applications
 4. Animation
 5. Social media
 6. Video
 7. Augmented reality
 8. Virtual reality
 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
- 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 REALITY³

- 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 REALITY⁴

- 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 VISUALIZATION⁵

- 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 MEDIA¹

- 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

Documentaries	Cartoons	Horror
Live Action	Animation	Drama
Romance	Comedies	

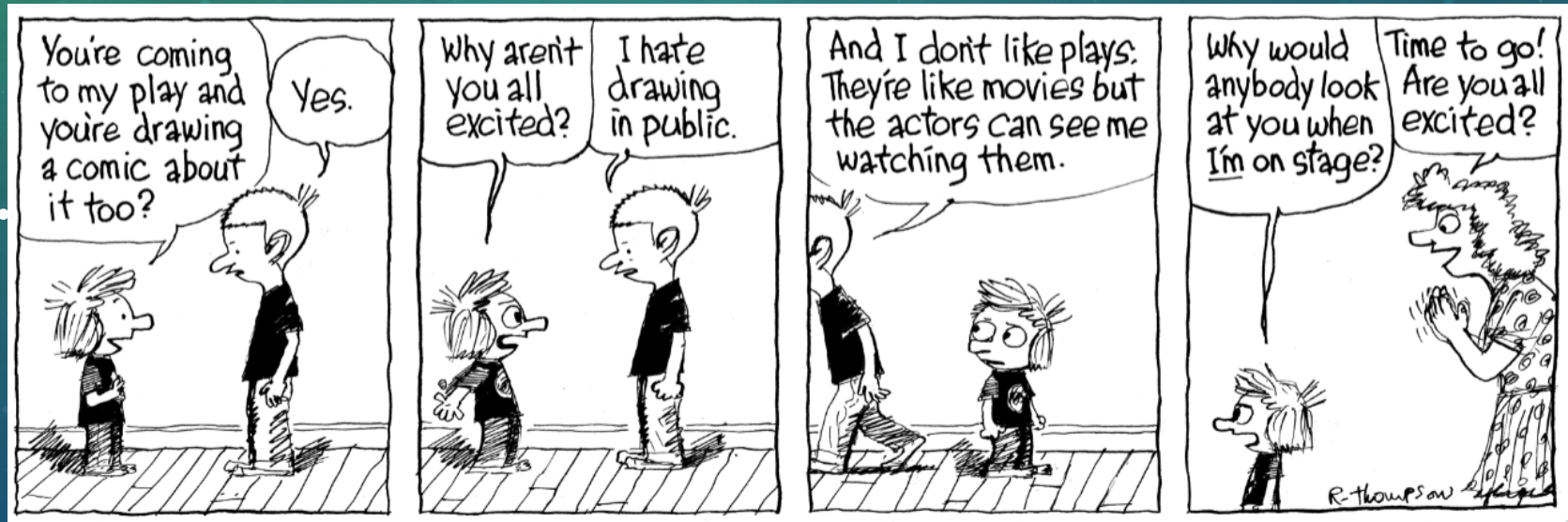
NON-DIGITAL MEDIA

The background features a vertical gradient from light green at the top to dark blue at the bottom. It is populated with numerous small, glowing blue particles. On the right side, there are several technical diagrams: a large circular scale with degree markings (0, 90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210) and arrows, and two smaller circular diagrams with arrows indicating clockwise rotation.

NON-DIGITAL MEDIA⁷

- 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



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

CREATING A STORYBOARD AND A SCRIPT

- Comic strips and stories can be uniquely different, BUT it is important to realize in productions that the storyboard and script need to be related to each other.

STEPS IN STORYBOARDING

1. Need to come up with an idea
2. Need to decide how the story will progress
3. Need to sketch out the storyboard (it is a good idea to make each panel a separate page)
4. Now organize your sketches in a logical order.
5. Finally run through the panels before finalizing

CREATE A STORYBOARD

- Create a 20 panel storyboard
- 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 storyboard has a title
- You may colour your storyboard if time permits

- IT IS DUE AT THE END OF THE BLOCK

STEPS IN SCRIPT WRITING

1. Need to come up with an idea
2. Need to decide how the story will progress
3. Must include a description of the setting as well
 - a. This includes the theme of the story
 - b. Any external features like appearance of characters matters
 - c. The setting of the story (that is the location)
4. Start writing an out line for your script so that you know how the story will progress.
5. Once you have an outline you can elaborate.

CREATE A STORYBOARD

- Criteria:
 - Make sure to incorporate your storyboard into your script
 - Must have a title
 - Must be at least 4 pages long
 - Dialog must be present as well as a description of your characters and setting(s)
 - Appropriate content is mandatory
 - Must be a consecutive sequence
 - Must contain a beginning, middle and end
- IT IS DUE AT THE END OF THE BLOCK

REFERENCES:

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