LEVEL 4

EDUCOOT

Digital Media

Student Worksheets

Contents

A. Digital Media Technologies

1. Read:

> Digital media is any form of media that uses electronic devices for distribution. This form of media can be created, viewed, modified and distributed via electronic devices. Digital media is commonly used software, video games, videos, websites, social media, and online advertising.
>
> Digital media is part of our everyday culture. It changes the way we educate, entertain, publish and interact with one another on a daily basis.

2. Briefly describe these types of digital media:
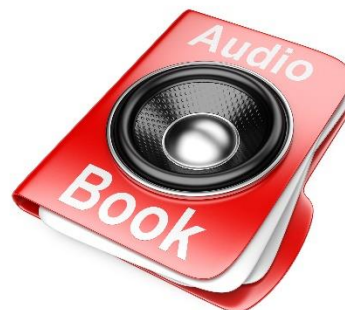
3. Read about apps:

In the recent years, mobile phones have developed and become advanced to allow users to install programs or software. The software which helps in functioning of the Smartphone is simply known as Applications or Apps. Those who design them are known as Developers and are professionals who come up with Apps which help mobile users solve their daily needs or make their lives more comfortable by use of the installed Apps. Some applications are designed to be used within specific regions while others are compatible globally.

4. Label the apps:
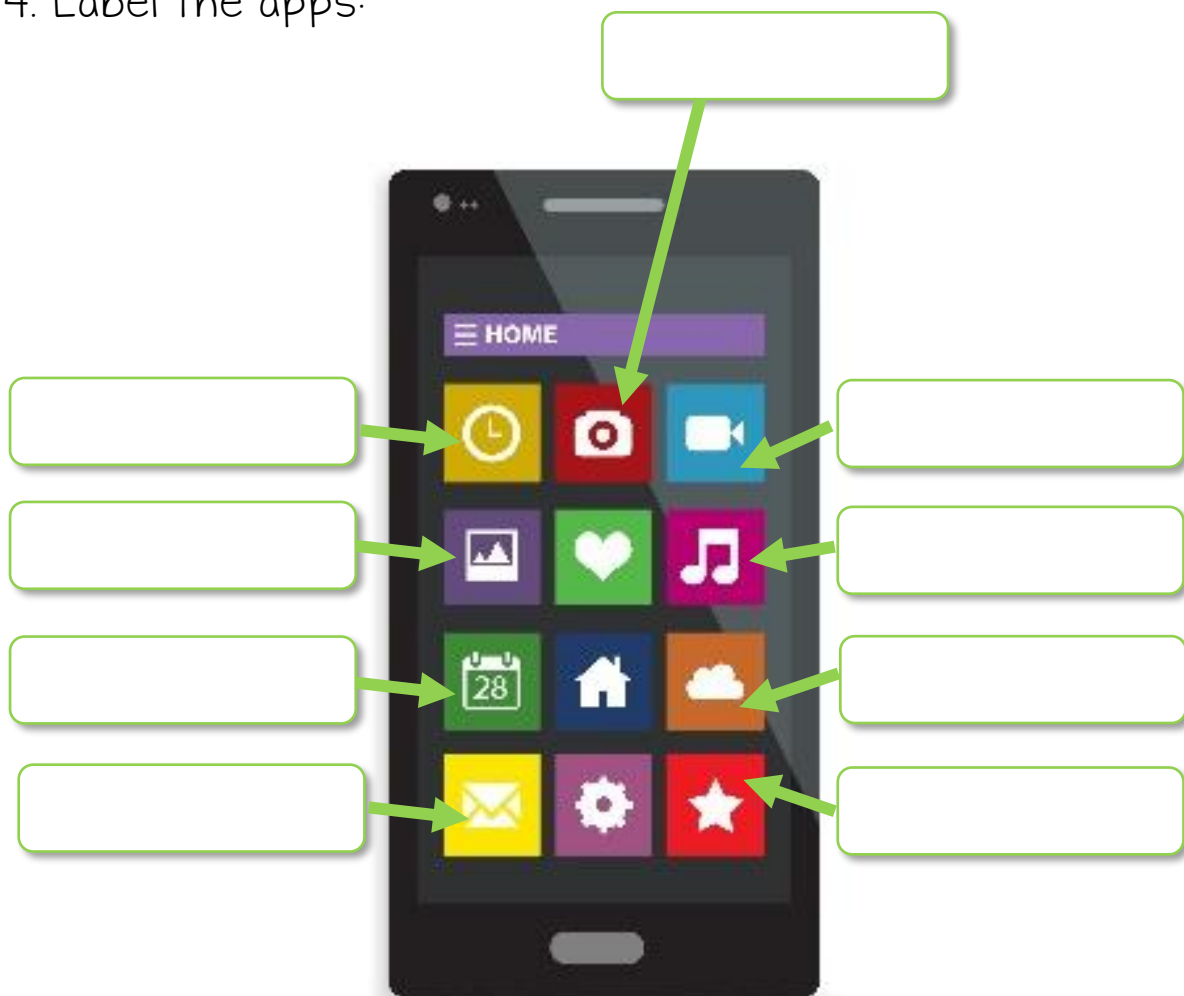
5. Give an example of an app for each of these. State if it's used for personal use, business use or both.

a) App for banking

☐ Business   ☐ Personal   ☐ Both

b) App for showing direction

☐ Business   ☐ Personal   ☐ Both

c) App for sharing photos and videos

☐ Business   ☐ Personal   ☐ Both

d) App for shopping online

☐ Business   ☐ Personal   ☐ Both

e) App for watching movies

☐ Business   ☐ Personal   ☐ Both

f) App for staying in touch with others

☐ Business   ☐ Personal   ☐ Both

6. Write the terms for these definitions:

> router, case-sensitive, social media, digital, browse, spam, hyperlink, comments, HTML, download, follow, webmaster, copyright, browser, upload, cookie, username, clickbait

a) An application on a device for connecting to the Internet and navigating between webpages

b) Relating to data expressed electronically or using numerical digits

c) A special name used by a user to login to a website, or to post messages or use an email service etc.

d) On a webpage, visitors' thoughts and opinions about a post or article

e) Copy files from the Internet to your own computer or device

f) Track somebody on social media by subscribing to their account

INTERNET OF THINGS

TV
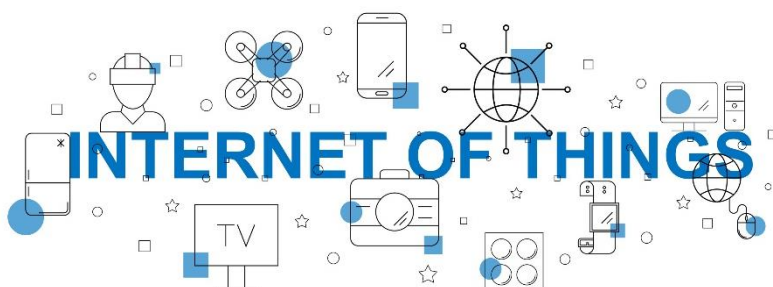
C.Video Cameras

Many digital cameras and mobile phones have video capability.

1. Label the video icons:

Stop, Play, Volume Off, Video Progress, Pause, Volume
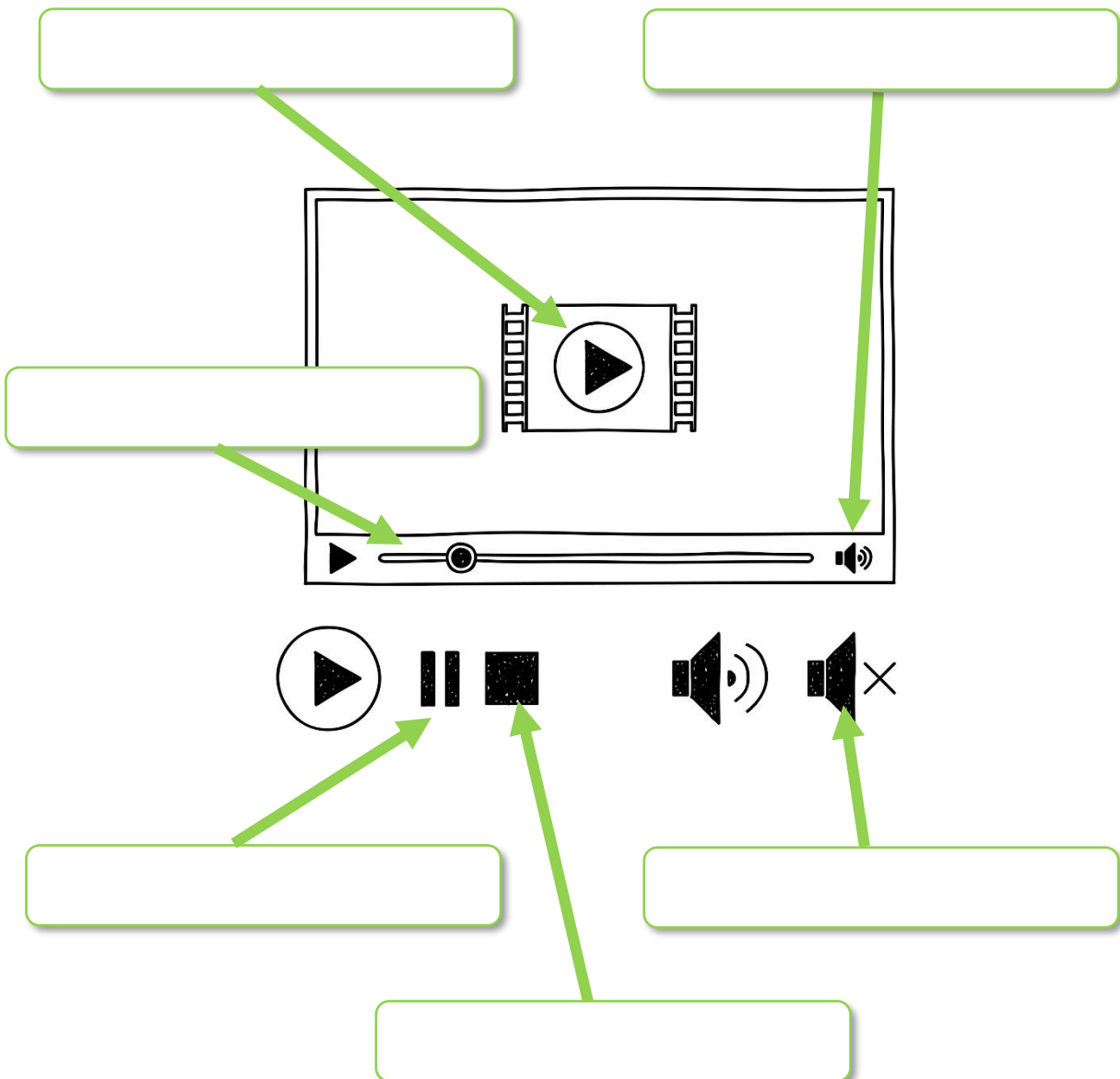
D.Media Usage in Daily Life

1. Read:

Personal uses of digital devices include entertainment, online shopping, banking and home appliances. These devices have helped save us lots of time in our personal lives by automating tasks and saving us from having to travel as much. Social uses of digital devices include social networking sites and instant messaging.

2. Name the possible tasks being carried out on each of these devices:

E. Media Usage in Organisations and Business

1. Read:

Digital media is commonly used software, video games, videos, websites, social media, and online advertising. Digital media is not only part of our personal lives, but it is strongly evident in the business world.

For a business, company or organisation, digital media:

- facilitates social interaction,
- levels the playing field for small businesses, and
- aligns with how consumers shop.

2.

Choose a supermarket chain that has an online presence.

Give examples of how the company uses digital media to keep customers engaged.

Look at:

social media pages, subscriptions, website, online accounts, advertising, TV ads, desktop and mobile apps, email newsletters, online sales, rewards cards, etc.

**(1 mark)**

F. Digital Media Evolution

1. Read:

Digital media technology has evolved so much in recent decades!

A key figure in the history of Information Technology was Charles Babbage. He was a mathematician, mechanical engineer, inventor, and philosopher. He is most famous for two machines he started and never finished. His Difference Engine would have been a much better calculator than any made before then. His Analytical Engine would have been the first real computer. While the machines he designed were mechanical and bulky, the basic concept is similar to the modern computer.

Then more than a century later, the first electronic computer for general purpose was made available. It was the ENIAC, which stands for Electronic Numerical Integrator and Computer. The inventors of this computer were John W. Mauchly and J.Presper Eckert.

And with times the technology developed and the computers got smaller and the processing got faster. The first laptop came out in 1981 and it was introduced by Adam Osborne and EPSON.

Babbage's
Analytical Engine
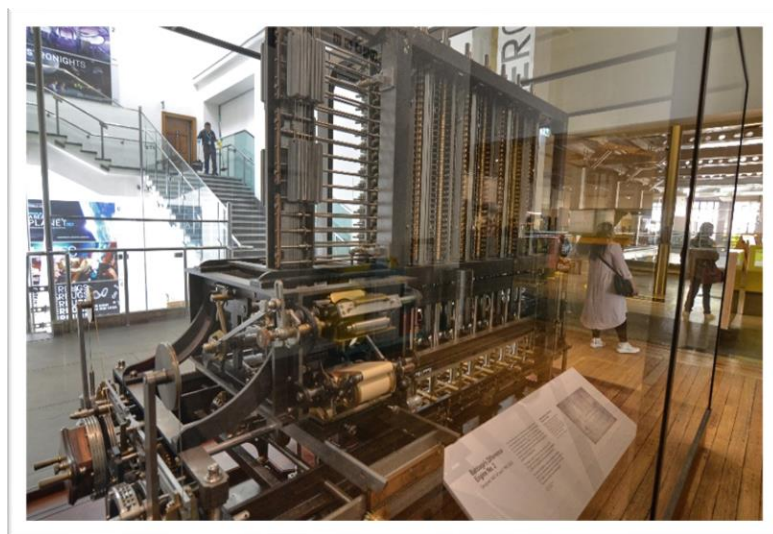
Evolution of computers

1960s   1970s   1980s   1990s   2000s   2010s   2015
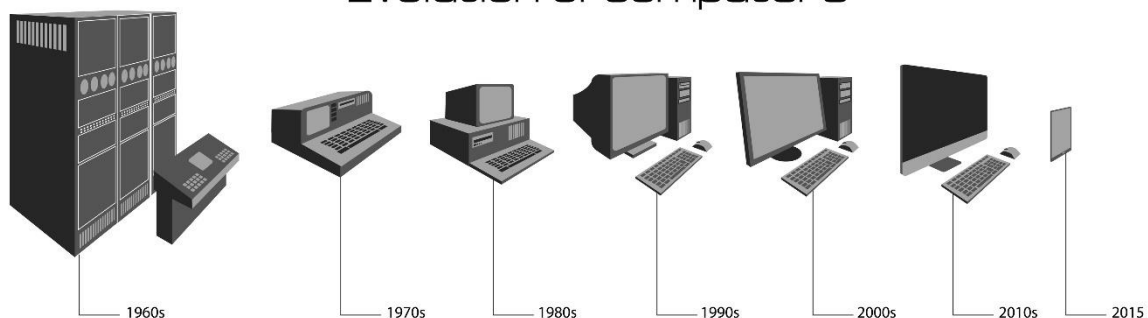
6. Explain the role of digital media technologies in the creation of an online identity.

Include the following:

PURPOSE of the personal online identity AND the company online identity

TARGET AUDIENCE for the personal online identity AND the company online identity

PRIVACY AND SECURITY SETTINGS for the personal online identity AND the company online identity

ROLE OF DIGITAL MEDIA in the personal online identity AND the company online identity

Type up your information over the page or type it up separately and include with your Portfolio.

(4 marks)

2. Explain how a range of digital media technologies meet the technology requirements of 5 familiar companies / organisations.

Hints:

- Choose companies / organisations that you know well!
- Choose ones you have not studied so far.
- Choose ones that have a strong digital presence.

Examples of companies / organisations:

online toy shop, supermarket, government agency, wedding planner, computer company, sport shop, website builder, shopping marketplace such as Amazon, popular blog, soft drink company, bank, pharmacy chain, charity, college

More examples:

Company / Organisation 1

[blank box]

Which digital media technologies do they use?

[blank box]

Name ways in which these technologies are used to engage their customers / users.

[blank box]

Company / Organisation 2

[blank box]

Which digital media technologies do they use?

[blank box]

Name ways in which these technologies are used to engage their customers / users.

[blank box]

4. The following information will be about setting up a business page on Facebook, although you can choose an alternative social media platform. Fill in the Digital Marketing Strategy (available separately) to help you.

Follow the steps.

A. Create a business page, not a personal profile. You'll use your personal profile to set up your business page. You can choose to use your existing, active personal profile and create the business page from there. Or, you can make a new "personal" profile that's just for business purposes. That way you have a separate business Facebook login.

☐ Tick once you have created your business page

B. Claim your page's vanity URL. A vanity URL is a descriptive, memorable and pronounceable URL usually used to redirect URLs from one location to another. Once you've created your business page, it'll get a randomly assigned number and URL, e.g., facebook.com/pages/yourbusiness/123456789.

To make your page more shareable and easier to find, create a recognisable vanity URL, e.g., https://www.facebook.com/kittyhotel

Look at the URLs of well-known business pages on Facebook.

☐ Tick once you have created your vanity URL.

B. Using Current Digital Media Technologies

1. Refer back to your Digital Marketing Strategy.

2. Publish more content on relevant social networks or a blog, and promote your content further.

Which of these will you choose? If you have not created a video yet, choose a video now.

- [ ] Facebook post
- [ ] Instagram post
- [ ] Twitter post
- [ ] Blog
- [ ] Video
- [ ] Audio
- [ ] Online poll
- [ ] Blog
- [ ] Email ad
- [ ] Infographic
- [ ] Photo collage
- [ ] E-book
- [ ] Online newsletter
- [ ] Website
- [ ] Virtual tour
- [ ] Other:
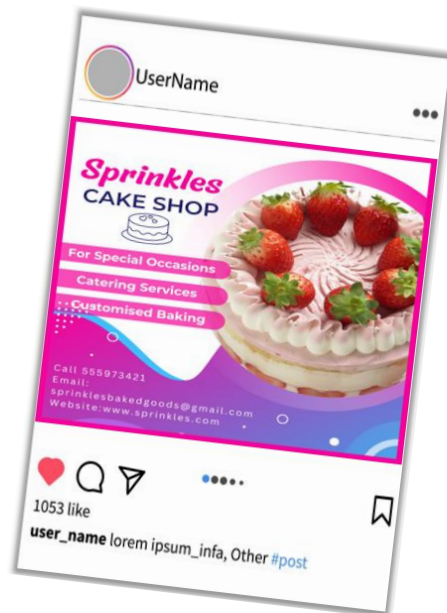
(20 marks)

1. Read:

Tips for creating a video:
A. Plan your video carefully – use a storyboard.
B. Decide which resources and equipment you need.
C. Create a posting schedule.
D. Target relevant audiences.
E. Include tutorials and demos.
F. Tell stories.
G. Use the first few seconds wisely.
H. Use eye-catching visuals.
I. Show your personality.
J. Use calls to action.
K. Optimise videos with SEO content.
L. Add a description to your video.
M. Include audio with your video, but make sure it still makes sense without the audio.
N. Evaluate success.

2. Research further video creation tips online. Also, watch award-winning ads on YouTube.

Write tips below:

5. Find free video content creation tools online or use software on your computer. Examples:
- https://www.canva.com/video-editor/
- https://www.flexclip.com/
- https://biteable.com/

Mapping of Learning Outcomes

1. Describe a range of current digital media technologies and their application in daily life and in an organisational context Pages 8 to 9 (digital media technologies), Pages 10 to 17 (mobile phones), Pages 18 to 25 (computers and Internet) , Pages 26 to 28 (digital cameras), Pages 29 to 30 (video cameras), Pages 31 to 33 (e-reader), Pages 34 to 37 (games consoles), Pages 38 to 39 (digital music devices), Pages 40 to 42 (media usage in daily life), Pages 43 to 45 (media usage in organisations / businesses), Pages 46 to 49 (study of digital media in a company)

2. Explain the role of digital media technology in a range of organisations Pages 46 to 49 (study of digital media in a company), Pages 50 to 54 (investigating role of digital media in different companies / organisations), Pages 76 to 80 (role of digital media)

3. Describe the evolution of digital media technology and the impact it has on the business environment Pages 55 to 59 (digital media evolution)

4. Outline the pre-production, production and post-production stages involved in the creation of digital media content Pages 67 to 71 (stages in creation of digital content), Page 107 (production stages of created digital media content), Separate: Storyboards / Planners / Rough work

5. Explain how a range of digital media technologies meet the technology requirements of a variety of familiar organisations Pages 76 to 80 (role of digital media)

6. Explain the role of digital media technologies in the creation of an online identity Pages 60 to 62 (personal online identity), Pages 63 to 66 (organisational / business online identity)

7. Use a range of current digital media technologies and applications to include digital video and audio, social media applications and mobile technologies to create digital media content Pages 81 to 86 (business page on social media), Pages 87 to 88 (promoting interaction on social media pages), Pages 89 to 93 (maintaining social media pages), Pages 94 to 95 (promoting organisations / businesses), Pages 101 to 103 (creating digital media content), Separate: Evidence of business page, evidence of digital media content – audio, video and text, evidence of maintenance of digital media channel/s, Separate: Storyboards / Planners / Rough work

8. Set up a business page on a social networking website including using available tools to promote the business and monitor activity Pages 81 to 86 (setting up a business page on social media), Pages 87 to 88 (promoting interaction on social media pages), Pages 89 to 93 (maintaining social media pages), Pages 94 to 95 (promoting organisations / businesses), Pages 101 to 103 (creating digital media content), Pages 108 to 111 (using digital media technologies), Separate: Evidence of business page, evidence of digital media content – audio, video and text, evidence of maintenance of digital media channel/s, Separate: Storyboards / Planners / Rough work

9. Maintain digital media channels by uploading and updating content to include audio, video and text Pages 87 to 88 (promoting interaction on social media pages), Pages 89 to 93 (maintaining social media pages), Pages 94 to 95 (promoting organisations / businesses), Pages 101 to 103 (creating digital media content), Pages 101 to 103 (creating digital media

content), Pages 108 to 111 (using digital media technologies), Separate: Evidence of business page, evidence of digital media content – audio, video and text, evidence of maintenance of digital media channel/s, Separate: Storyboards / Planners / Rough work

10. Apply the legal requirements of digital media technology usage to include copyright law, workplace policies, privacy legislation and other applicable legislation Pages 96 to 100 (legislation), Separate: Cookie consent notice, Brief summary of social media policy, Created digital media content showing compliance with legislation

11. Create digital media content to meet an organisation's requirements Pages 81 to 86 (setting up a business page on social media), Pages 87 to 88 (promoting interaction on social media pages), Pages 89 to 93 (maintaining social media pages), Pages 94 to 95 (promoting organisations / businesses), Pages 101 to 103 (creating digital media content), Pages 108 to 111 (using digital media technologies), Separate: Evidence of business page, evidence of digital media content – audio, video and text, evidence of maintenance of digital media channel/s, Separate: Storyboards / Planners / Rough work