

# Composing Digital Media Presentation

With Emma Cichocki

# When I came in...

- ★ ZERO EXPERIENCE
- ★ My “interests”:
  - Photoshop
  - Advertising



# Class Work

— — —

mgm's **TECHNICOLOR** musical treasure



STEPHEN KING'S

**SINGIN'  
IN THE DRAIN**

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WCW®



Corona weighs only 6½ pounds—does anything a “big machine” will do—costs only \$55 on easy payments or \$50 cash

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*Corona will help you write acceptable scenarios*





# CONCESSIONS PIZZA POPCORN CANDY



# Priming

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★ Large interest in advertising

★ **Priming in the movie theater**

- What I thought
  - The color scheme of sprite matching hulk
- What I learned
  - Priming is really in the subconscious associations the kids are making with HULK BEING LARGE

★ Potential Campaign:

- Hulk drinking Sprite to cool down into Bruce Banner

★ Audience: kids at the movie

★ **HULK**

- **Primes to buy LARGE**

★ HULK on a novelty giant cup

- Bruce banner on subsequent sizes

★ Sprite

- Color scheme to match HULK's



# Work in Progress 1

# Github Pages

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

## My Vision:

- ★ Fun
  - Color scheme
- ★ Easy to navigate
  - Simplistic
- ★ Clean
  - White space

- ★ My future audience:
  - Pediatric OT patients parents

- ★ Future applications
  - Calendar for appointments
  - Inquiry submission
  - Video content



Click  here  to download  
our **SPRING NEWSLETTER!**



**Summer Camp!**  
We are running a **ROCKET TO  
REGULATION** camp this summer,  
available for 1 to 4 weeks. Click  
the picture for more information!

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[GETTING STARTED](#)
[CONTACT + DIRECTIONS](#)

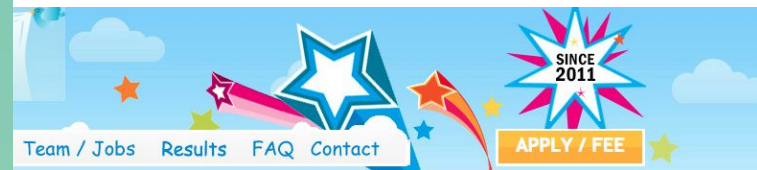
## MEET OUR TEAM!

CLICK PICTURE  
FOR BIO

Paula Aquilla - OT and  
Osteopathic Manual Practitioner



Aquilla Occupational Therapy Services is a private practice that was established in 1990 located in the heart of Toronto. We service children, young adults and their families at our clinic, in home, in


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Social Skills Treatment Camp in Ne...

**BIG APPLE**  
DAY PROGRAM

8:17

**FUN FOR KIDS.**  
**MUCH MORE FOR PARENTS.**

Big Apple Day Program (BADP) is a co-ed 6-week social skills summer treatment program for children ages **5-7, 8-9 & 10-12** with mild-to-moderate (non-aggressive) social difficulties that interfere with the ability to make and keep friends. Our children might have a formal diagnosis (e.g., ADHD, Anxiety, ASD, LD, NVLD) or never been diagnosed. We use a social-thinking, behavioral approach to teach social, classroom and athletic skills. We offer a fun and therapeutic experience for children who need extra support and attention over the summer.

[Apply today](#) for the summer 2018!

Yes, we still have openings!



Home

About Me

Work 1

Work 2

Skills

Presentation

*Welcome!*

WebSight-Seeing I  
.Img-ine?

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<https://emc105.github.io/>



# Work in Progress 2

# Soundscape

— — —

<https://emc105.github.io/>

# In the Future...

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- ★ Github and CSS
  - Work
- ★ Photoshop
  - Work
  - Personal use
- ★ Advertising information
  - Everyday life
- ★ Soundscape
  - New activity