Digital Media Portfolio

Year 9 2013
Semester 1
By Jordan Lewis

About Me

Who am I and what do I enjoy doing?
My name is Jordan Lewis. I enjoy working on my computer (especially the Mac side). I especially like writing applications for the iPhone on Xcode. I usually spend my free time after school working on my iPhone applications projects.

What do I hope to do when I leave school?
When I leave school I hope to work in the Information Technologies Industry. I hope to become a software developer (preferably for Apple). Before all of this I hope to go to a University and learn more about software development (languages) and computers.

What did I think of the digital media topic?
I think that this topic was rather boring and was slightly under my expectations of IST in general. I think that there might be something more interesting to do rather than make posters in InDesign. I did though find making the computer hardware website a fun and interesting task to do.

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TASK 1

DIGITAL MAGAZINES

What are Digital Magazines ?

Digital magazines are magazines that are in a digital format that is available for download via a subscription or for free. Digital magazines are a great alternative to traditional prints because they are cheaper and more eco-friendly. This is because they do not have to be printed to be published using far more less energy than the energy used to produce prints.

Digital magazines may just be a replica of the print, but many publishers add interactive objects, such as hyperlinks, videos, and animations. These are the things that make some people want to get digital copies instead of prints.

Some issues with selling digital media is piracy and/or copyright infringement the free or cheaper distribution of the pirated material. It is sometime very simple for a thief to copy the file and upload it to a P2P network or bit-torrent.

Tablets and viewing digital media

Easy to Read

View in Portrait & Landscape

Tapable Shortcuts

Tablets have changed the way we view digital magazines by making them more portable and easy to view and use. Tablets such as the iPad, iPad mini, Samsung Note 10.1, Nexus 7 tablet are portable and have plenty of space for digital magazines and other mulimedia. Some people may take their tablets to work or school. People can use these devices on the train, taxi, or plane because most of the content is downloadable. Software such as newstand or dedicated apps make is even easier to download and/or subscribe to content.

Fast Preview and Naviagtion

Even more portable with the iPhone.

ZOOM

What is the purpose of this product?
This task was our first and was a "Show us what you can do" task. In this task we where told to use any form available to produce an A3 poster in PDF form.

How did my product achieve this purpose?
I have 2 distinctive headers "What are Digital Magazines ?" and "Tablets and viewing digital media". Under the "What are Digital Magazines" header I wrote about what digital magazines are, what they may contain and issues with selling Digital Magazines. Under the "Tablets and viewing digital media" header I wrote how tablets have changed the digital magazines industry. I also wrote where and when and how people use their tablet devices. I added on how easy tablets make viewing digital magazines on the fly.

What software and hardware did I use to create this product?
To create this product I used Adobe Photoshop CS 5.1 on Mac OSX 10.6.8 Snow Leopard. Adobe Photoshop ran on a MacBook 7,1 with an Intel Core 2 Duo CPU running at 2.4 GHz. This computer has two 2 GB of DDR3 1067MHz RAM.

What improvements could I make to this product?
To improve this product I think that I could organize the images in a better way and give them frames. I think that I can also make the captions on the images better and easier to read. I think that I could also make the large headers more uniform instead of one being slightly darker than the other. I also think that I could have made the three text boxes more equal, as in the inset spacing because the first set of information is closer to the edges than the other ones.

TASK 2

ANIMATION
BY JORDAN LEWIS

How is animation different from video?

Animation is different from video because animations are made and videos are captured.

How were animations traditionally done?

Animations were traditionally done by drawing on glass panels and layering them on top of each other, these glass panels are called cells. There are cells for the background, the character, and many other elements of the animation. These cells are layered then a photo is taken from above, this process is repeated for every frame of the animation.
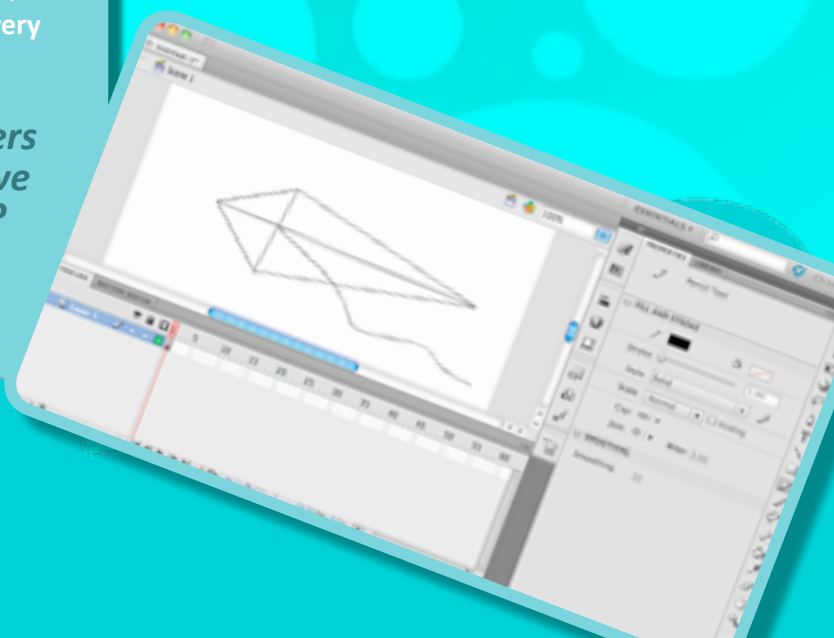
How have computers changed the way we create animations?

Computers have changed the way animations are created by

automating some key processes such as the frame by frame photography. Today anybody with a computer can do some basic animating with software such as Stickz.

What is tweening?

Tweening is a shortened term for inbetweening.Tweening is when two key frames are set by the user and the computer does the rest automatically. Some specific elements in the process can be changed manually by the user. Frame by frame animation is when the user edits each separate frame of the animation to make the illusion that the object is moving.

What is the purpose of this product?

This task was our second and in this one we had to research information on Animations and Animation Concepts such as how animations are different from videos, how traditional animations were done, tweening and how computers have changed the way we create animations. In this poster we had to use a monochromatic colour scheme where black and white do not count as colours. We had to produce a A3 poster using Adobe InDesign and submit it as a pdf document.

How did my product achieve this purpose?

In my poster I used two columns with a screen shot of Adobe Flash making an animation. I used cyan as my main colour and altered it to make is darker or lighter to suit my needs. I used white text which stands out, so is easy to read. I had a darker cyan for subheadings in my text. In my text I contained everything required to get an "excellent" mark. I have four subheadings "How is animations different from video?", "How were animations traditionally done?", "How have computers changed the way we create animations?" and "What is tweening?".

What software and hardware did I use to create this product?

To create this product I used Adobe InDesign CS 5.5 on Mac OSX 10.6.8 Snow Leopard. Adobe Photoshop ran on a MacBook 7,1 with an Intel Core 2 Duo CPU running at 2.4 GHz. This computer has two 2 GB of DDR3 1067MHz RAM.

What improvements could I make to this product?

To improve this product I think that I could fix the background on this poster to something more Hi-Res, because for some reason (I set the image size to International Paper A3 in Photoshop) the background seems blurred/pixelated. Another Improvement that I think I could make is the title text, I think it seems to complicated for something so simple and I think it does not fit in well.

TASK 3

ANALOG VS DIGITAL

Below is ASCII Binary (American Standard Code for Information Interchange). It reads "By, Jordan Lewis".

01000010 01011001 00101100 00100000 01001010 01101111 01110010 01100100 01100001 01101110 00100000 01001100 01100101 01110111 01101001 01110011 01010011

What is analogue?
What is digital?

Digital signals are binary (1s and 0s) and are made of a sequence of decrete values. Analog signals are electrical waves. Analog signals are prone to getting noise (distortion) as it is copied and recopied or transmitted over long distances.

Analog

In analog technology, a wave is recorded or used in its original form. So, for example, in an analogue tape recording, a signal is taken straight from the microphone and laid onto tape. The wave from the microphone is an analog wave, and therefore the wave on the tape is analog as well. That wave on the tape can be read, amplified and sent to a speaker to produce the sound.
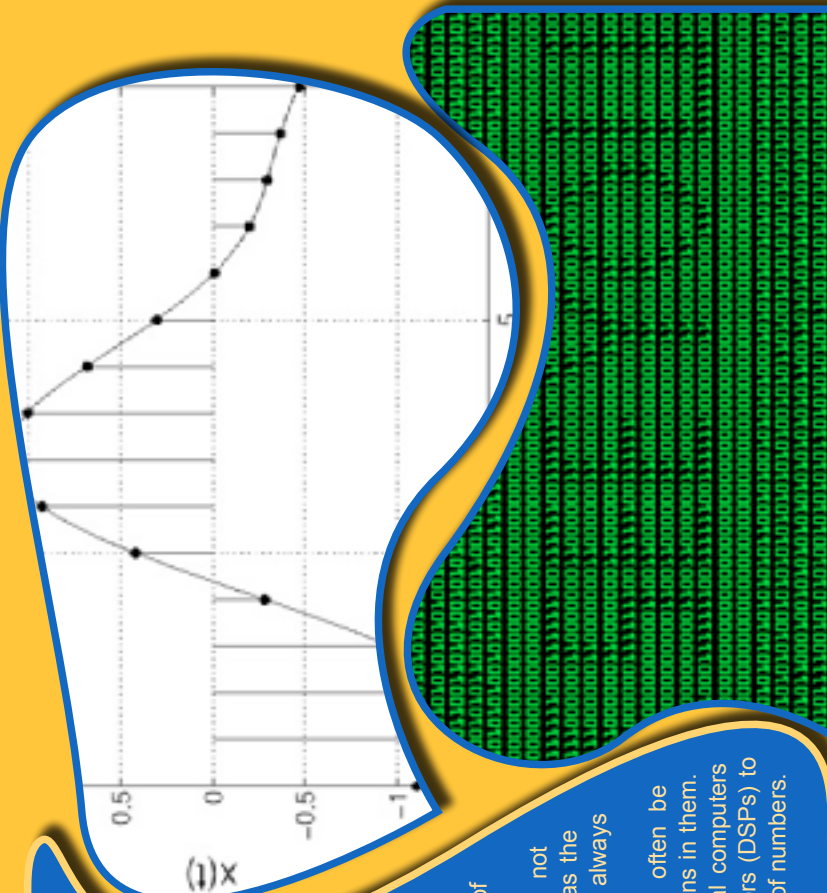
Digital

In digital technology, the analog wave is sampled at some interval, and then turned into numbers that are stored in the digital device. On a CD, the sampling rate is 44,000 samples per second. So on a CD, there are 44,000 numbers stored per second of music. To hear the music, the numbers are turned into a voltage wave that approximates the original wave.

The two big advantages of digital technology are:

• The recording does not degrade over time. As long as the numbers can be read, you will always get exactly the same wave.

• Groups of numbers can often be compressed by finding patterns in them. It is also easy to use special computers called digital signal processors (DSPs) to process and modify streams of numbers.

What is the purpose of this product?

This task was our third and in this one we had to research information on Analog signals and Digital signals. We had to make a poster displaying the difference between Analog and Digital signals. We had to place two images, one should show what an Analog signal is and what a digital signal looks like. This poster also had to have curvy objects and be in landscape to achieve an "excellent" mark.
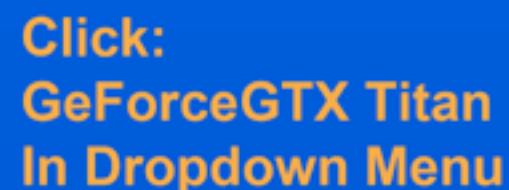
How did my product achieve this purpose?

In this poster I used an light orange and dark blue colour scheme. I used one main text box with two columns to fit a lot of text. I also chose two images, one a visual representation of Analog signals and the other for a digital signal. I placed the images near the text to try fit as much into the document. I them made the objects curvy to try to make it look as though they fit together like a puzzle. At the top of the poster I put "By Jordan Lewis" in binary form to display what digital signals are like.

What software and hardware did I use to create this product?

To create this product I used Adobe InDesign CS 5.5 on Mac OSX 10.6.8 Snow Leopard. Adobe Photoshop ran on a MacBook 7,1 with an Intel Core 2 Duo CPU running at 2.4 GHz. This computer has two 2 GB of DDR3 1067MHz RAM.

What improvements could I make to this product?

I think to improve on this poster I could redo the curvy text box and image frames to make them look more like they fit together better. I also thing that I may have been able to use another colour scheme that may fit/suit better than this one. I think that I could have picked better, more suited images because the images I chose seem to be cut out; or I could have fitted them better into the image frames.

What is the purpose of this product?

This task was our fourth and in this one we had to research one of the following computer hardware items Input, Processing, Control, Storage and Output. With this information we had to make a two page website using Adobe Fireworks and Adobe Dreamweaver. For the first page we had to summarise the information in our textbook (Page 16-17) on the main functions of computer hardware. On the second page we had to place the information on the computer hardware component we chose and use CSS formatting to make the website look nice. In addition to this we had to embed a Youtube video of the type of computer hardware that we chose. We also had to make an Abode Flash animation advertisement and embed it into a side bar of the website.

How did my product achieve this purpose?

In this website I placed everything where they are supposed to be and made my website actually like a website. I placed all of my information in place holders that make it very easy to read with the contrasting colours. I placed both the Youtube video and the Flash ad in dedicated slices in Fireworks. In this website I even went a step further and linked the two pages together by adding pop-up menus.

What software and hardware did I use to create this product?

To create this product I used Adobe Fireworks CS 5.1 and Adobe Dreamweaver CS 5.5 on Mac OSX 10.6.8 Snow Leopard. Adobe Photoshop ran on a MacBook 7,1 with an Intel Core 2 Duo CPU running at 2.4 GHz. This computer has two 2 GB of DDR3 1067MHz RAM.

What improvements could I make to this product?

I can definitely improve on the bottom pop-up menus because they appear very offset when scrolled over, it appears at the top of the screen instead of where the navigation button is. I think that I can improve on the four images at the bottom of Page 2 by making them all the same size. I also think that I can improve on the Flash Ad placing and not have it letter boxed like in the image.