



SM3019 Introduction: Digital Media

Week 4

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Link to these slides:
<https://tinyurl.com/SM3019-slides-wk4>

Week 4

**Review of last week:
audio in society**

What can we remember?

What is in our notes?

How are we noting things
down?

Writing entries in your rough blog

*Preparing articles for your blog submission
posts*

**Preparing to write the case study:
ideas to be submitted to me this week
if possible.**

Keeping your ideas organised

This week's topic: images and text:
history, on the web, print and elsewhere!

(More) legal considerations of images
and text

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The case study

Evaluate a digital artefact.

Select one from up to four choice types:

a game, a device, a website, a service.

A favourite digital game

Playstation, Xbox, or other gaming unit

A smartphone

A wearable like a fitbit

A famous website (like the Nike trainer site, or a political cause site, or a business or education site.

A media service such as BBC iPlayer, Spotify, Apple Music, an online bank, Gmail, Google Drive, Vimeo, YouTube, Daily Motion, Mixcloud

The case study

Evaluate a digital artefact.

Select one from up to four choice types:

a game, a device, a website, a service.

What sort of things do we evaluate?

Next week we will think about this in depth.
So, dont miss that session.

Factors we will think about:

- Our own feelings and experiences
- Other people's potential experiences
- Design principles and practice in general and as applied to our chosen artefact.
- Possible legal factors that affect our artefact in some way

Topic: Images and text

Investigating images and text

Images and text are everywhere in our digital world.

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Text is long and dreary, short and powerful, endless, beautiful to look at, boring, well laid out, crammed and squashed, messy, tidy, incoherent, incomprehensible, clear, educational, meaningless, poetic, bad, fantastical,

Images are social, informative, political, helpful, educational, supportive, emotional, provocative, contentious, inspiring, artistic, illegal, frightening, upsetting....

Images are a one frame video

Images are a work of art

Images are trash

Good links

<http://www.photo-museum.org/photography-history/>
https://en.wikipedia.org/wiki/Digital_photography#History

History of images



Images have been with us since cave painting. But if we think about images since photography, then we can partially assume that's where our understanding of images comes from.

Photography began in France, in 1824, by Nicéphore Niépce and Daguerre and carried on for many years throughout the 1800's with French and English men working on different methods to improve it. The American George Eastman, Kodak founder, invented celluloid rolls in 1888. Colour processing steadily progressed through the late 19th to early 20th century.

Digital photography began in the 1950s. In 1951, the first digital signals were saved to magnetic tape via the first video tape recorder. Six years later, in 1957, the first digital image was produced through a computer by Russell Kirsch. The first published color digital photograph was produced in 1972 by Michael Francis Tompsett using CCD sensor technology and was featured on the cover of Electronics Magazine.

Jonathan Talbert

@jonathantalbertphotography

Images: type and quality

Digital images need to be carefully prepared technically and effectively used in design and layout to get the most benefit in a digital context.

Technical issues are about the quality of resolution, how large an image file size is, how long it takes to download to a browser, what the file format is.

Design issues are where it is placed on a page, how large it is, what the quality of resolution is, what the composition quality is for the user...

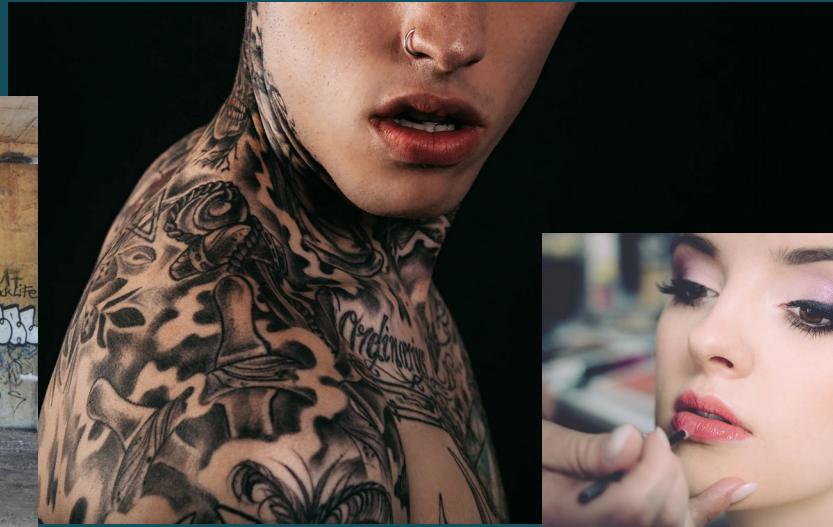
.png
.jpg
.gif
.bmp
.tiff
.svg
.pdf

High res
Low res
Optimised

Images and society

The message of an image is powerful and dictates how we react to the content - often making the difference between reading the text or not bothering.

Images convey powerful meaning.



Img:
[Freestocks.org @freestocks](https://www.freestocks.org/@freestocks)
[Clem Onojeghuo
@clemonoz](https://www.freestocks.org/@clemonoz)
[Lowie Vanhoutte @lowie](https://www.freestocks.org/@lowie)

Images and society

Img: Jonathan Harrison [@mylimbsarelong](#)

Images sometimes change society,
changing views and perceptions about
issues.

The recent migrant child who drowned
and was photographed face down on
the beach is one such image.

Images affect elections:
[https://www.nytimes.com/interactive/2016/07/26/
dining/food-fails-presidential-edition.html](https://www.nytimes.com/interactive/2016/07/26/dining/food-fails-presidential-edition.html)



Images and politics

There are lots of academic studies on the effect of 'image bite politics'. Images influence us because of:

The setting
The humour/sarcasm/mockery
The juxtaposition
The out of touch-ness
The sense of power

- [https://www.researchgate.net/publication/225733239 Online image content analysis of political figures An exploratory study](https://www.researchgate.net/publication/225733239_Online_image_content_analysis_of_political_figures_An_exploratory_study)
- <https://wp.hse.ru/data/2018/11/22/1141703356/63PS2018.pdf>
- [https://www.researchgate.net/publication/286745582 Image Bite Politics News and the Visual Framing of Elections](https://www.researchgate.net/publication/286745582_Image_Bite_Politics_News_and_the_Visual_Framing_of_Elections)
- <https://arxiv.org/pdf/1810.01544.pdf>



Images and society

Img: jim gade [@jimgade](#)



Images can be used for social good in other ways.

Natural disasters can be tracked and understood more quickly because of social media image sharing. Think of recent storms, earthquakes or similar, and how social media image and video helped to pinpoint areas where most help was needed.

Academic paper on this:

<http://telemedicina.unifesp.br/pub/Events/2013-05%20-%20WWW2013/www2013/www2013.org/companion/p103.pdf>

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Good links

https://en.wikipedia.org/wiki/Printing_press#History_East_Asia#Movable_type

History of Text

Text as we know it began with the start of the printing word. But printed word goes way back, much further than you think...

Wikipedia: Printing in East Asia had been prevalent since the Tang dynasty (618-907). One of the world's oldest surviving (woodblock) printed documents is a miniature Buddhist dharani sutra unearthed at Xi'an in 1974 and dated roughly from 650 to 670. (WOW!!). In Europe, around 1439, goldsmith Johannes Gutenberg created a similar system which started a printing revolution lasting until the end of the 20th Century. He didn't know about the Chinese one. He invented what we call **movable type** - *as had been done in South Korea and China centuries earlier.* Movable type is important, it means that we can change what we print, the typeset changes, not like a fixed woodblock.

Movable type

Amador Loureiro
[@amadorloureiroblanco](https://twitter.com/amadorloureiroblanco)



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Text, fonts and typography

How you say it makes a difference to how it is seen and interpreted.



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Text, fonts and typography



Img:
Shahadat Shemul [@shemul](#)
Markus Spiske [@markusspiske](#)
Karim Ghantous [@kdghantous](#)

TBC

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Text, fonts and typography

Presentation of text into good layout, usable easy to read and nice looking fonts and sections of text is really important for the user.

The language you use is also important. When we write for the web reader, we speak to ONE person, not like if we make speech, or write a formal document. Only one person is reading the text on a web page, but that person (the user) can be all sorts of different people. We'll investigate this more in coming sessions.

Tone of voice is very important. SHOUTING is never a good idea.



Img: Jason Rosewell
[@jasonrosewell](https://www.jasonrosewell.com)

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Text, fonts and typography

The length of text on a web page or app effects how people react to the page. Imagine if you wrote an essay and it had no paragraphs, no headings or sub-headings, just one long section of text. Youd just stop reading after a few lines, or not start at all.

A Black man, in nearly a dozen laws or for small civil cases. County, is the honorable father of much-vaunted James (Scout) and Jeremy (Aero). He is the lawyer for accused black rapist, Tom Robinson, and he tries to change Injustice and racism in His small hometown. A Black man's conflicts and his differences as a party to the case are shown by Harper Lee.

African's physical appearance doesn't play a big part in the novel. African is nearly 40, and wears glasses because his head is nearly bald. We can see that he is a hard worker, and he is a good person because he is kind and gentle. He looks old, but he is still young for once. African is also a very nice person, (as seen on page 202), and "He now looked like a scrap of clothing and the undressed tailors, and he had a very weary look about him." (Page 202). African is a star-locked Jew, and Scout and Jem are African's own children and when they have left him, he is usually dressed as African's character isn't focused off its appearance, but rather on their strength.

African is very tall and fat person, in three when black people were not allowed to go to school to learn to read and write. He is equal in equality and respects his right to do. His beliefs were summarized in His powerful closing to Tom Robinson's trial, told, on page 204, "Consider that you gentlemen, will go along with them on one assumption, the one assumption, that all Negroes

<p>CHARACTER ANALYSIS</p> <p>To analyze a character, you must first find out what makes the character "tick." As you recall, consider the character as one would consider a real person. Characteristics are an inherent set of traits. In analyzing a character, we must consider the traits, the way the character acts, and the flow of action in the literary work.</p> <p>To discover the nature of a character, critically consider the character's present state, while, thoughts, feelings, and actions and what the action causes about the character.</p> <hr/> <p>CHARACTERISTICS</p> <ul style="list-style-type: none"> • physical appearance – how the character looks; • psychology/personality traits – how the character thinks, perceives; • motivation – what the character says and does; interests, feelings and motives; • relationships – how the character interacts with others in the story and how others interact with him/her; • speech patterns – what the character says; • thought patterns – how the character's positive/negative mentalities; • social consciousness – how a character responds in regard to right and wrong; • resilience – whether the character changes during the course of the story; what motivates the character to change. <hr/> <p>CHARACTERISTICS, MOTIVATIONS, DECISIONS, CONFLICT ANALYSIS</p> <p>In order to create believable characters, writers are influenced more than they know. Psychologists, in particular, study human behavior and the way people act. By understanding the way people act, writers can better understand the characters' drives and motivations, when and how their influences a character(s). Characteristics due a certain individual's personality, while motivations are the results of the situation.</p> <ul style="list-style-type: none"> • history and her/his past • personal tendencies and differences between characters • the way the character sees the world around her/him • representation of the situation (role) of the characters • roles the audience expects in the characters • plot character statistic, update statistic
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Fritz's Mother - Mrs. H. A. Lester

Fritz's Mother is one of the smaller characters in *The Man Who Was Thursday*. She is the mother of Mrs. Ned Nandy, and the daughter of Dr. Lennox when she was with the W.T.P.

Mrs. Lester is a woman of about forty. Her hair is greyish-black, short and curly; her eyes are dark brown, and very bright. She has a decided, frank, open expression, and is not embarrassed by her looks. For her is left-handed. We know this because the day after "The 2" as they call it, she was asked to write a note to the police, and she said, "Well, I just purr-fectly can't." This is a case of her beauty which is heresy. She says, "The 2" is dead in her life with her, because she didn't like him. She is a widow, and has a son, Fritz, who is now a student prepared to serve some time at the same place as his father because she loves him.

Fritz is a "good-natured old fogey" and has a lot of common sense. He is a pretty clever person.

Fritz is modest and romantic. The doctor says, "She shows a little paper to herself over her table."

Fritz is a close friend of Dr. Lennox, who, when Dr. Lennox gets the last of his money, asks him, "What can you do with the rest?" This sets her love and loyalty toward her brother. Another good example of her going to her Nandy is, "I must draw myself the pink."

Fritz is fond of his wife and therefore decides to leave her Father's home. He goes to see his wife and says, "I am leaving you, but I will come back if I want to make the door stand open." The sort of artful talk impressing her and making her say, "I must say that she is a sensible woman, the Burton fatted in forming because she has children."

Text in society

Images are worth a 1000 words - is this true?

Think about how images sometimes mislead us.

Think about how the content of text can be influenced by how it is presented.

Text is society has many meanings and contexts.

Think about how memes work - the interplay between image and text to convey meaning.

The way words can be manipulated to seem to be 'fact', but are really 'fake news'.

'Infowars'

How some text presentation is designed to be hard to read (e.g. grafitti)

Text in society

The role of language

Do different languages make us think of different characteristics and contexts?

How would you overcome assumptions about culture if you were designing text presentation in a particular language?

Text is political too.

Think about the way The Daily Telegraph presents its text, the design, font and layout. Then think about The Sun, The Daily Mail, The Mirror. What are the differences? Think about news and information websites, and how they present their txt content.

Is Instagram popular because there isn't any text? Does that "dumb us down"?

عَظِيمٌ كَمْعَنْتُمْ إِنْ يَعْلَمُونَ

Generated by Font-Generator.com

طَلَ طَلَ لَزِيَّاً كَمْكُنْيَا لَهُ لَهُ لَهُ

Generated by Font-Generator.com

سَعْيَهُ لَكَلَّا بِهِمْ كَذَلِكَ كَذَلِكَ

Generated by Font-Generator.com

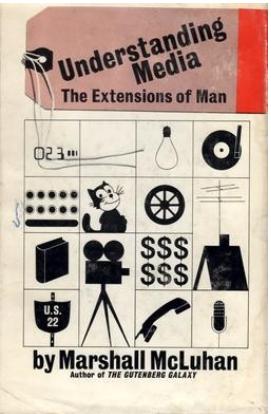
الْمُؤْكِدُ الْمُؤْكِدُ كَذَلِكَ كَذَلِكَ الْمُؤْكِدُ الْمُؤْكِدُ

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The medium is the message

This is a very well known saying amongst media people.

We'll investigate it more in coming weeks, but today we have begun to think about this concept.



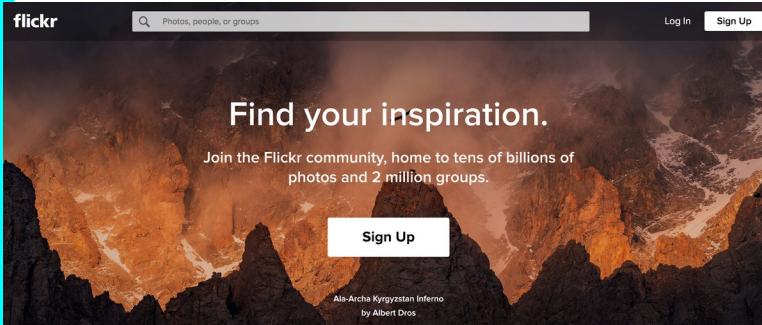
"The medium is the message" is a phrase coined by **Marshall McLuhan** introduced in McLuhan's book **Understanding Media: The Extensions of Man**, published in 1964. McLuhan proposes that a medium itself, not the content it carries, should be the focus of study. He said that a medium affects the society in which it plays a role not only by the content delivered over the medium, but also by the characteristics of the medium itself.

We'll dig deeper into this with books and papers. For now, read more on wikipedia:
https://en.wikipedia.org/wiki/The_medium_is_the_message

or find out about his most famous book:
https://en.wikipedia.org/wiki/Understanding_Media

Exercise 1.

Evaluate the Flickr image resource.



<https://www.flickr.com/>

Work individually.

Go to this website. It's a vast image community resource for finding as well as storing and sharing images.

Note down your impressions:

- Purpose of the site
- Understanding how to use it
- Look and feel
- Design approach

Note down your findings and put into your folder for week 4.

Exercise 2.

Evaluate the Musicmap web app.

<https://www.musicmap.info>



Work individually.

Go to this website. It's a full history of music genres and has a very interesting interface.

Note down your impressions:

- Purpose of the site
- Understanding how to use it
- Look and feel
- Design approach

Note down your findings and put into your folder for week 4.

Soragrit Wongsa [@invictar1997](#)

Web graphics W3C <https://www.w3.org/standards/webdesign/graphics>

<https://inkscape.org/>, FREE vector graphic software, for Windows or Mac (or Linux). This will show you more about svg format.

Arabic style font generator - write english words with arabic looking fonts
<https://www.font-generator.com/arabic/>

Fake news guide: <http://rmit.libguides.com/c.php?g=335985&p=2263955>

Evaluation factors for websites <http://rmit.libguides.com/c.php?g=335985&p=2263954>

See [week 3 sources slide](#) for other very useful links on evaluation

Sources and acknowledgements