

SM3019 Introduction : Digital Media

Week 2

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SM3019

Introduction:
Digital Media

Week 2.

Recap on week 1

Go over assessment again

First topic: introduction to
video in society

Review of week 1:

Practical session

How to use folders and keep work
organised

Using your blogs

Doing your own research on the
topics

Learning software: what you
should be doing in private study
time-

Recap of week 1 exercise

Making sure everyone has what they are going to need for future classes.

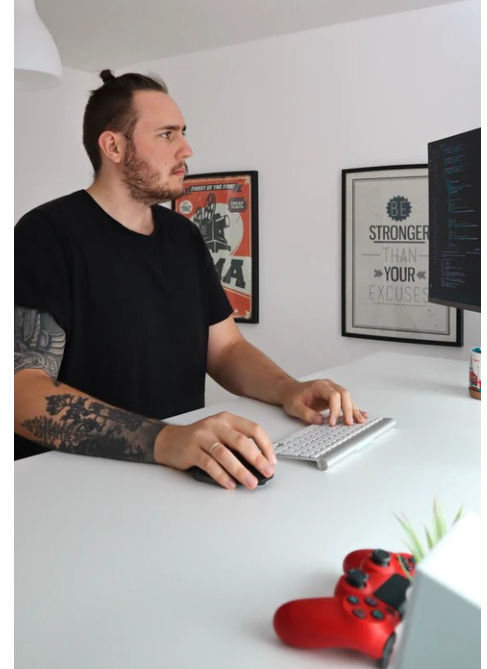
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Introduction:
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1. Create a blog on an online platform of your choice. Use your personal or university email to register.
 - Blogger
 - Wordpress.com
 - Squarespace
 - Weebly
 - Tumblr
2. Write a profile of yourself and upload to your new blog. Include:
 - Interests and hobbies
 - Places you have visited in UK or other countries
 - Your key skills in digital media
 - Three photographs of you
 - Something else interesting!
3. Create a folder on your Google Drive storage, name it SM3019. Inside, make two more folders: 'Rough work', and 'Project Items'. Inside 'Rough work' make a folder named 'week 1'.

Assessment - more detail

There are three assignments for this module.

1. **A *critical* blog with at least 15 entries (between 150 – 250 words each) reflecting on digital media practice and culture discussed in weekly lectures and workshops. (40%)**
 - This assignment is done weekly, throughout the whole module
2. **A 1000 word case study analysing a digital artefact (20%)**
 - Carry out an evaluation of a video, website, game or similar
3. **A digital portfolio of at least 10 simple digital artefacts answering set workshop briefs (40%)**

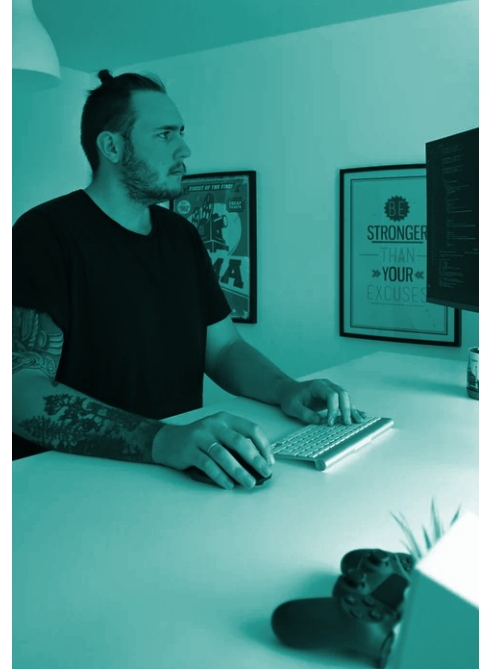


Assessment - more detail

Assignment 1

A critical blog with at least 15 entries (between 150 – 250 words each) reflecting on digital media practice and culture discussed in weekly lectures and workshops. (40%)

- This assignment is done weekly, throughout the whole module
- *You can run two blogs, one for your own private use, and one which you will submit for assessment. I strongly advise this.*
- I NEED TO CLARIFY WHERE WE ARE SUPPOSED TO HAVE THE 'OFFICIAL BLOG' so will let you know asap

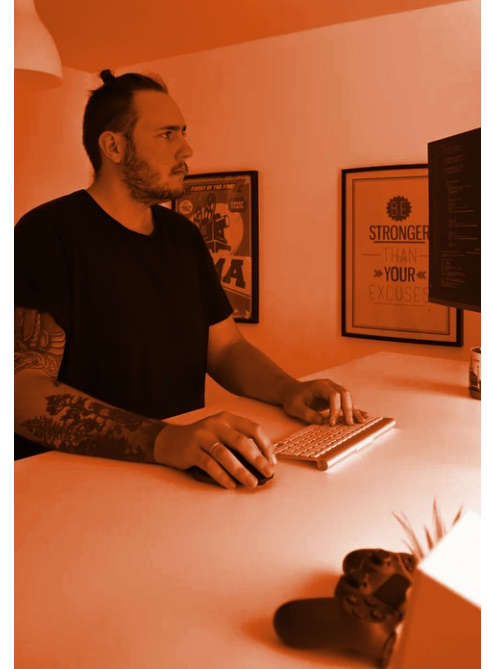


Assessment - more detail

Assignment 2

A 1000 word case study analysing a digital artefact (20%)

- Carry out an evaluation of a video, website, game or similar. I WILL NOMINATE SEVERAL CHOICES FOR EVALUATION.
- We will carry out some exercises on evaluating digital products and services to practise and understand what this means and what is expected
- We will learn about criteria for evaluation
- We will learn about some legal aspects of digital products

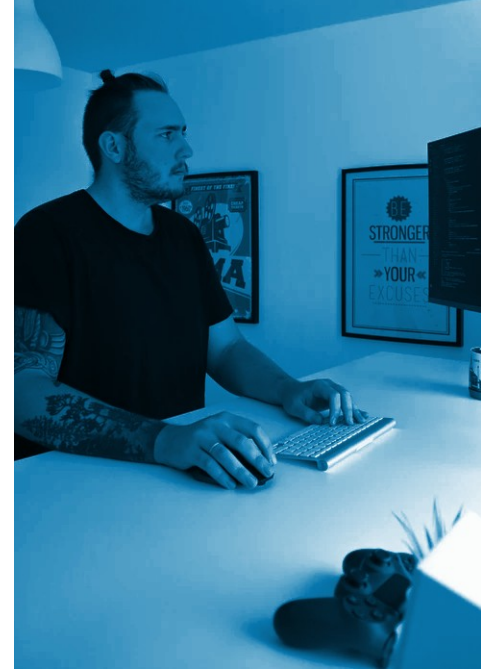


Assessment - more detail

Assignment 3

A digital portfolio of at least 10 simple digital artefacts answering set workshop briefs (40%)

- This is the challenging but interesting digital development part of the assignment.
- You will be working with software and with concept briefs, to get a taste of what it's like to be asked to make something according to someone else's requirements.



Assessment - plagiarism etc

Plagiarism, copying other student work and copyright

It is VERY important that you understand why you are here: to learn to be a good digital media practitioner. That means learning skills, learning how to generate original ideas and bring them to fruition using digital tools and learning about your obligations as part of the digital media community.

Don't use work that belongs to someone else.

Because it is on Google does NOT mean you can use a piece of content. We will learn more about how to avoid breaking copyright laws.

Don't plagiarise! It's pointless, wastes your time (and money) and will certainly not help you get a job after you graduate - if you graduate, because if you plagiarise, you might not.



Assignment 3:

A digital portfolio of at least 10 simple digital artefacts answering set workshop briefs (40%)

Some possible ideas (TBC) that will be investigated as workshop themes which can then be developed for assignment 3.

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1. **1 minute video** as part of a CV showreel
2. **Infographic** at least five elements
3. **social media photo meme** content for a client campaign, include text with images
4. **1 minute motion graphic** (software - TBC)
5. an **email template** for a mailshot, include text with images
6. **Image header for a Facebook page** for client campaign
7. **Template for a website landing page** for a client campaign, include text with images
8. **Design for a game character** concept (2 poses, one wireframe sketch one colour fill) using Adobe Photoshop
9. **Augmented reality marketing item** using HP Reveal, triggering an original webpage or social media entry
10. **Design for a business card** using print ready

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Topic: video on the WWW



Today we are investigating use of video in social contexts. *This work could contribute to artefact 1: a one minute video as part of a CV showreel.*

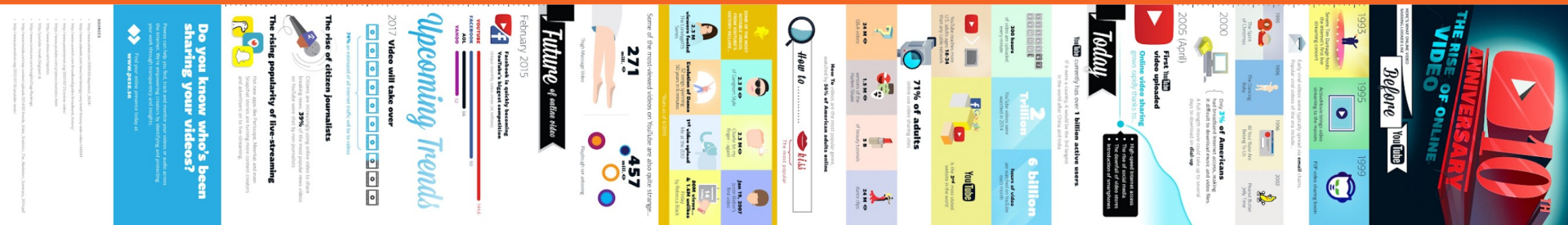
- **brief history of video on the world wide web**
- **using video talking heads**
- **how to be creative with 'interview'**
- **some problems of video culture.**

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Topic: video on the WWW

The history of video on the web, an infographic.
The people who created this went on to form
a startup using AI to track video online.



Find a text: a book or academic paper that discusses the
history of the web online.

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Introduction:
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Topic: video on the WWW

Deep fakes. Why is this a problem in society?

<https://www.wired.com/story/prepare-deepfake-era-web-video/>

Video recording strangers in public places... what is the law?

<https://www.theverge.com/2018/10/24/18015374/whyd-you-push-that-button-record-stranger-public>

Find some more sources about these topics.

Topic: video on the WWW

Interviews and talking heads. We do things very differently to **before the internet**. A lot more editing, moving about and change of background.

Video as CV

- <https://www.hongkiat.com/blog/job-application-videos/>

The interview, or talking head.

- <https://businessfilmbooth.com/how-to-make-the-best-talking-head-videos/>
 - <https://www.compass-video.com/top-5-talking-head-corporate-videos/>
-

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Digital Media roles

Let's watch
Mike Kus talk
about imagery

Website: <https://www.mikekus.com/>

Link to this video:

<https://youtu.be/4874u5AWOGw>



Sourcing video

Find 2 examples of talking head video that are creative and entertaining.

Note down why you chose these videos.

List out why you think it is an interesting approach.

List out what is wrong with the videos.

Work in groups or individually.

Search for good topics of interview, not silly or childish content (but it can be funny).

Search for content you could show to a client as examples of creative approach.

Take 20 minutes

Sourcing video

Presenting the work to 'the client'.

We may not have time to present to class except to talk as a whole group, so note down factors you could use when you meet the 'client'.

Now you've got the videos, you need to know what to say to the client.

What were your success criteria?
(What made the video clip good?)

Why might the approach be used to introduce new employees to a finance company?

How could you persuade the client it was useful for their purpose?

Take another 5 minutes.

Evaluate video

Video 1

<https://vimeo.com/112321046>

Video 2

<https://vimeo.com/69337338>

Video 3

<https://vimeo.com/14355816>

Video 4

<https://youtu.be/GCzqngkheKo>

Video 5

<https://vimeo.com/297094114>

Video 6

<https://youtu.be/Uo0KjdDJr1c>

Work in groups or individually.

The client brief is to find a novel way to present their new employees to the company. The company is a finance company. They have given you these videos as a start point to get ideas.

Choose at least 3 of these clips to critique them.

What do you say to the client?

You have 45 minutes.

Evaluate video

Develop your ideas for how to write down what you do when you evaluate video artefacts.

What would you say to the client? How will you express what you think of the videos in relation to their brief?

Try to make a client template of criteria for evaluating a video for an interview purpose.

Include factors relevant to the brief

Keep good notes and add to week 2 folder.

Elliot Teo [@elliotteo](#) for the first slide image
Ion Şipilov [@ion66574](#) for the assessment slides image
Daniel Frank for the dog video image

LondonMet SU on plagiarism
https://www.londonmetsu.org.uk/advice/heroes_villains/plagiarism/
LondonMet SU on understanding Academic Misconduct
https://www.londonmetsu.org.uk/advice/heroes_villains/misconduct/

Sources and acknowledgements

Module Information

Pen Lister

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I like people talking in class, but about what we're there to learn, not pointless gossip :)

I like people to ask questions.

I like people to use their own laptops or phones in class, to follow slides and click on links while we discuss things. But not just to stare at Facebook or Instagram.

Pen Lister

I'm a lecturer in web apps and multimedia.

I've been a senior lecturer in technology enhanced learning.

I'm nearly done with a PhD in smart learning, investigating how people learn using augmented reality and creative activities.

I've carried out large scale website evaluations and usability testing on a few cool projects. I learned a lot.

I've made a lot of websites and still make one or two now, as well as other digital content. I work with Wordpress, ExpressionEngine and Drupal, often using Grunt workflow. My PHP isn't pretty, but it works nice and is secure. I'm quite technical.