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DEPARTMENT OF EDUCATION
SCHOOLS DIVISION OF NEGROS ORIENTAL
REGION VII

Kagawasan Ave., Daro, Dumaguete City, Negros Oriental

Media and Information Literacy

Quarter 2 – Module 7:
MOTION AND MANIPULATIVE INFORMATION

ALTERNATIVE DELIVERY MODE

ADM

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Alternative Delivery Mode
Quarter 2 – Module 7: Motion and Manipulative Information
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Office Address:	Kagawasan, Ave., Daro, Dumaguete City, Negros Oriental
Tele #:	(035) 225 2376 / 541 1117
E-mail Address:	negros.oriental@deped.gov.ph

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MEDIA AND INFORMATION LITERACY

Quarter 2 – Module 7:
MOTION AND MANIPULATIVE INFORMATION

What I Need to Know

This module was designed and written with you in mind. It is here to help you master the context of Media and Information Literacy. It contains varied activities that can help you as a Senior High School student to not just be an information literate individual, but a creative and critical thinker as well as responsible user and competent producer of media and information.

This will also help you understand the impact of multimedia to the creative industries, education, journalism and science.

The module contains two lessons: Lesson 1- Motion Information and Media; Lesson 2 – Manipulative Information and Media.

After going through this module, you are expected to:
1. Describe the different dimensions of motion and manipulative information. (MELC)

2. Evaluate the reliability and validity of motion and manipulative information and its/ their sources using selection criteria.

What I Know

Let us determine how much you already know about the Media and Information Literate Individual by answering the questions below. Use your notebook / worksheet for your answers.

A. Multiple Choice Select the letter of the best answer from the given choices.

   1. A series of images projected on screen in rapid succession.
      A. Animation   C. Visual effect
      B. Motion picture   D. Motion videos

2. These are videos you watch on television, on your laptops or computers, or on your cellphones
   A. Animation
   B. Motion picture
   C. Visual effect
   D. Motion videos

3. A technique used to bring static objects create an illusion of movement.
   A. Computer Animation
   B. Traditional Animation
   C. Stop Motion Animation
   D. Animation Affect

4. The art of creating animation using computer. It can be in a form of (*2d*) two-dimensional or three-dimensional (*3d*)..
   A. Computer Animation
   B. Traditional Animation
   C. Stop Motion Animation
   D. Animation Affect

5. Motion media production process that requires careful planning, although some filmmakers may be perceived by other people to be spontaneous as a result of their creativity, they still do prepare technical, creative, and production consideration of a film.

   A. Production
   B. Post Production
   C. Preproduction
   D. Distribution

6. A media that allows users to interact with text, graphics, sound, and video; each of which can be accessed from within any of the others. It engages the user and interacts with the user.

   A. Sound Media
   B. Text Media
   C. Static Media
   D. Interactive Media

1. These are programmes that can be purchased for your portable device whether you have an iPhone or an android phone – these can be free or cost up to a few pounds.
   A. Apps
   B. Virtual Reality
   C. Video games
   D. Hypertext

2. A location connected to the internet that maintains one or more pages on the World Wide Web.

   A. Apps
   B. Website
   C. Program
   D. Google IMA

3. These are products of continuous media convergence and that are incorporated in education to stimulate students to have a higher engagement and involvement in studying.
   A. Manipulative media
   B. Visual Media
   C. Text Media
   D. Sound Media

4. It is designed to make, parse and fulfill video ad requests to VAST-compliant ad servers, helps handle ad playback, and collect and report metrics to ad server. This technology allows video players to serve video ads.
   A. Google Ads   C. Google IMA
   B. Googling   D. Google Chrome

B. True or False: Write True is the statement is correct otherwise write False.

_____1. One of the most evident situations that also denote manipulative media structure is the "googling" phenonomenon.

_____2. In interactive media, search engine optimization specialists continually study the changes   as well in order to provide their clients with the best search engine ranking.

_____3. The Google IMA SDK incorporates these features into video players that play interactive media content such as games, in addition to standard video. It originally worked with Flash and HTML5, later adding SDKs for iOS, Android, and Google Cast.

_____4. World Wide Web (WWW) is an information space where documents and other web sources are identified by Uniform Resource Locators (URLs), interlinked by hypertext links, and can be accessed via the internet.

_____5. When producing a motion media, few professionals use script (screenplay) and story board in their production.

Motion Information and Media

What's In

We learned in the previous lesson that we can store audio, this means we can also store data, texts, images and video.

Most of us experience motion media from our earliest childhood. We watch cartoons, anime, films, advertisements, TV series, computer games and stream videos. These are all part of our culture.

What's New

Activity 1: Imagination

Instructions: Take a 10 selfies and every time you take a picture, move slightly. After taking 10 slightly different selfies, try to view each picture (in order) in less than 5 seconds.

Wonder at this: As you observe your 10 selfies, ask yourself this:
1. Why do my selfies look like its moving when viewed faster in transition?
2. Can this be the concept behind how motion media is presented?

MOTION INFORMATION AND MEDIA

What is Motion Picture?

Motion Picture is a series of images projected on screen in rapid succession. The slight change of positions and movements of each image makes an illusion of motion. These images are called frames. Most motion media have 24 frames per second, which means, in a video, they project 24 images in every 1 second. Today, most motion picture are saved in digital format called video.

Source: https://aziza-physics.com/en/mechanical-motion/

Types of Motion Picture

Traditional Animation. A technique in which each frame is individually drawn by the artist or animator.

Computer Animation: The art of creating animation using computer. It can be in a form of (**2d**) two-dimensional or three-dimensional (**3d**).

Stop Motion Animation: A technique used to bring static objects create an illusion of movement. Object like clay figures, puppets and miniatures are often used

Combination of Visual Effects. Most of the films today use ***computer generated images (CGI)*** for special effects like environment manipulation the and character models.

The Motion Videos

Motion Videos – Include the videos you watch on television, on your laptops or computers, or on your cellphones, Let us begin with television, one of the most significant inventions of the twentieth century.

Choosing videos and films as resources for your academic works may be tricky. Let us explore **T.R.A.P.** by Middlesex Community College to help us evaluate these videos and films.

How to Evaluate a Video: Tips for Finding Quality Information

Timeliness (*When?*)
• Check for the date it was published or last updated • Inspect the relevance of old videos as your source • Will the video exist for years to come or does it have backups for viewing?

Reliability (*How?*)
• Check for credibility and accuracy of the video • Always consider the copyright of the video Know the cast or persons involved in the video. Is the video bias or a propaganda?

Authority (*Who?*)
• Who uploaded, owns or distributes the video? • Know if the writers, producers or creators are expert or experienced of the what they are trying to communicate

Purpose (*Why? What?*)
• What particular audience does the video intend to reach? • Is it created to entertain, inform, share, advertise, or influence views and beliefs? • Does the information of the video suits what you need?   • Check the content: Its topic, story, goal, theme. Is it a report or documentary?

Motion Media Production Process

1. Preproduction (Planning Stage)

Filmmaking, like any activity, requires careful planning, although some filmmakers may be perceived by other people to be spontaneous as a result of their creativity, they still do prepare technical, creative, and production consideration of a film. Preproduction specifies "individual scenes and all the locations, props, cast members, costumes, special effects, and visual effects" needed. The screenplay is being developed at this stage of filmmaking. Other aspects of production such as scheduling and logistics are also planned.

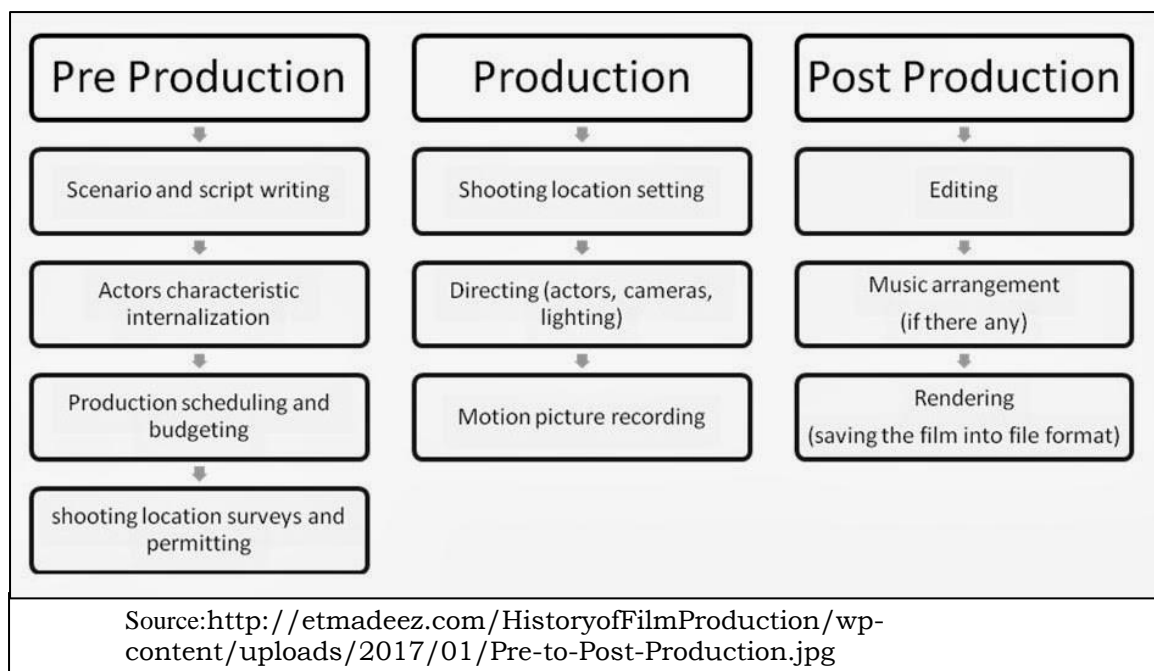### 2. Production (Filming)

The filming proper is done during production, where scenes are shot according to the schedule and to the screenplay. Shots may be done in indoors or outdoors. Filming may not necessarily ne according to the chronological arrangement of events as indicated in this screenplay. Most of the time, the director would shoot the scenes for practical reasons such as the limitation of

shooting time in a particular location, or the necessity of a particular lighting, mood, or weather for a scene. Production must be done according to plan; otherwise, there are no other opportunities to repeat the scenes that are necessary especially for postproduction.

3. Post Production

Editing of the scenes that are shot happens during postproduction. The film editor must "build a rough cut taken from sequences (or scenes) based on individual 'take' (shots)." The rough cut provides the editor with choices of scenes to include in the final cut. After the rough cut is prepared, a fine cut is done to get all the shots to be in a smooth flow and creates a seamless story.

The editor, along with the director, perform the process of trimming, or making scenes shorter by a few minutes, seconds, or frames. Both may also decide the final selection of footage, music, graphics, menus, and few other elements. When the director and producer agrees on the fine cut, it is locked and rendered into a final cut so changes are no longer made to it.

Pre Production	Production	Post Production
Scenario and script writing	Shooting location setting	Editing
Actors characteristic internalization	Directing (actors, cameras, lighting)	Music arrangement (if there any)
Production scheduling and budgeting	Motion picture recording	Rendering (saving the film into file format)
shooting location surveys and permitting		

Source:http://etmadeez.com/HistoryofFilmProduction/wp-content/uploads/2017/01/Pre-to-Post-Production.jpg

When producing a motion media, most professionals use **script** (screenplay) and **story board** in their production.

Script. Also known as screenplay, is the text that describes the action, scenes, camera instructions and words to be spoken by the actors.

Story Board. It describes what happens in your video by making thumbnail of images. It usually looks like a comic strip. While scripts use texts, storyboards are mainly visual. Making story boards before filming helps you to plan more effectively, finalize your ideas and predict possible problems during production.
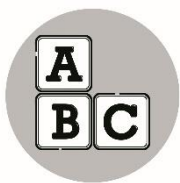
What's More

Activity 2

Instruction

Answer the following questions in your notebook or answer sheets.

1. Differentiate a motion picture from a motion video

    _____
    _____
    _____.

2. What happens during preproduction, production, and postproduction stages of filmmaking?

    _____
    _____
    _____.

3. How does a film become an ideological tool?

    _____
    _____
    _____.

4. What possible attribute can make a motion media worthwhile to watch for information and entertainment?

    _____
    _____
    _____.

What I Can Do

Activity 3:

Film Evaluation (Optional)

1. Pick a film you would like to review. Write a 300-word critique of the film based on the following considerations:
   a. The main theme of the film
   b. The argument/thesis
   c. The loopholes in the narrative (if any)
   d. The values and bias it wants to impart to audiences

2. Develop you own criteria of what makes a film a useful tool for learning more about the world around you.

Encode your responses and answers then save fil as .doc or .pdf and upload in a file sharing platform that your teacher has set up for your class.
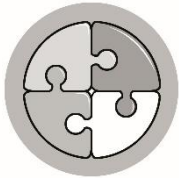
Activity 4:

Search Me

There are still many cinematic techniques that we must learn. Search for the following:

1. Camera Movement

2. Camera shots and Camera Angles

3. Sound and Lighting,

4. Diegetic and Non-diegetic sound cinematic techniques

Manipulative Information and Media

What's In

Manipulative media or interactive media gives us the option to do so, we can control what will be viewed, what the actions of a character we play, what item to purchase, what song to play and more.

Manipulative media may be loosely defined as any material, program, application that people use to formulate new information to aid learning through the use, analysis, evaluation, and production of interactive and hands-on media. Your mobile applications that may serve as educational tools may be considered to be manipulative because of the degree of manipulation or control you have over your use and access of these tools (Liquigan, 2016).

What's New

Activity 5: Think and Wonder
1. Think about your first time using Facebook. What were the steps you did to create and access your account? How did you post your first thought?

2. Why do you think Facebook is very popular? Enumerate the ways in which you interact with Facebook.

Let's do this:

Ask two persons (it may be your seatmates, friends, neighbors, or guardians/parents) about the actions that they have done on Facebook. Ask them to check the box next to the statement that they agree to have done. Below is a table where they will check the box on the actions that they have done on Facebook.

Actions Done on Facebook	Person 1	Person 2
Clicked the 'like' button.		
Watched a video.		
Messaged a friend on a one-to-one basis.		
Commented on a friend's photo or video.		
Read an article.		
Read a news story.		
Commented in a friend's profile status.		
Logged in to see what's happening without posting myself.		
Uploaded and shared photos.		
Updated my profile status/posted about what I'm doing.		

What is It

MANIPULATIVE INFORMATION AND MEDIA

Interactive Media. Interactive media allows users to interact with text, graphics, sound, and video; each of which can be accessed from within any of the others. It engages the user and interacts with the user.

Interactive media, also called **interactive multimedia**, any computer-delivered electronic system that allows the user to control, combine, and manipulate different types of media, such as text, sound, video, computer graphics, and animation. Interactive media integrate computer, memory storage, digital (binary) data, telephone, television, and other information technologies. Their most common applications include training programs, video games, electronic encyclopaedias, and

travel guides. Interactive media shift the user's role from observer to participant and are considered the next generation of electronic information systems.

Interactive media refers to digital media that depends on the customer's participation. This digital media is usually a mixture of computerized elements such as moving graphics, digital text and sound. In our technology driven world interactive media surrounds everything we do. If you unlock your phone interactive media is likely to be the first thing you see on your screen. Your go-to gaming app is the perfect example of interactive media at your fingertips – app developers combine exciting moving images with digital environments and complementary backing tracks to provide a captivating interactive experience.

Virtual reality

Virtual reality is an ever-expanding branch of interactive media with big brands like Oculus meeting the demand for virtual reality systems by producing cutting-edge VR headsets. Virtual reality developers and designers build intricate fictional 3D computerized environments that reflect reality. When you put on a virtual reality headset or special VR gloves you are transported to a life-like virtual world where you are able to pick up objects that exist only in the virtual space.

Virtual reality development can be a time-consuming process as developers create VR specific user interfaces which allow interaction in the programme. However, it has several useful applications such as immersive gaming and films, vocational training and education.

Apps

Apps are short for 'applications' and are programmes that can be purchased for your portable device whether you have an iPhone or an android phone – these can be free or cost up to a few pounds. There are apps for almost everything – from apps that monitor the way you sleep to apps that help you discover new cities.

According to TechCrunch there are 2.6 billion smartphone users worldwide and this number of mobile users is set to nearly triple by 2020. As a result app development is now a booming business, with new app start-ups being created almost every day. Consumers now have so much choice when it comes to which app to opt for, a clear and engaging app design with the most engaging content, and attention to user experience is more important than ever.

Video games

Video game sales currently generate over $70 billion in revenue worldwide and are often used by franchises to expand their product range. Video games can be played on a range of consoles or on a PC. They always have a user interface which the gamer can interact with.

Pro gaming is now considered a professional competitive sport and game walk-throughs are now some of YouTube's most popular videos.

Training videos

Training videos are videos used by companies to provide situational demonstrations in an interactive space to train staff in the company's practices. These training videos are often accessible on the company's e-learning platform.

Hypertext – a software system that links topics on the screen to related information and graphics, which are typically accessed by a point-and click method.

Website – A location connected to the internet that maintains one or more pages on the World Wide Web.

World Wide Web – abbreviated as WWW or known simply as the web. It is an information space where documents and other web sources are identified by Uniform Resource Locators (URLs), interlinked by hypertext links, and can be accessed via the internet.

Google as Interactive Media

What is Google IMA?
Google's Interactive Media Ads (IMA) software development kit (SDK) allows video players to serve video ads. The Google IMA, in particular, is designed to:
5. make, parse, and fulfill video ad requests to VAST-compliant ad servers;
6. help handle ad playback; and
7. collect and report metrics to ad servers.

The Google IMA SDK incorporates these features into video players that play interactive media content such as games, in addition to standard video. It originally worked with Flash and HTML5, later adding SDKs for iOS, Android, and Google Cast.

How does Google IMA work?
With the inclusion of certain blocks of code and dependencies in a publisher's video player declaration, the Google IMA integrates into the player and supplies APIs to handle operations and events related to video ads.

Simply put, the SDK makes a video player capable of parsing video ad requests, interpreting responses from ad servers, and generally carrying out the operations needed to successfully serve an ad.

Google IMA works with the VAST, VMAP, and VPAID video ad serving standards maintained by the IAB. This means that aside from working with Google-run services like DoubleClick for Publishers and the AdSense network, the Google IMA can also pull in ads from any third-party ad server as long as it's VAST-compliant. The IMA SDK also allows video players to go beyond basic ad handling operations: the Google IMA SDK includes support for advanced features like multi-event tracking reports, Google Publisher Tag support, Active View viewability measurement, and so on.

What Can the Google IMA SDK Do for You?

The decision to implement Google IMA is in the publisher's hands, but as an advertiser, you still get similar benefits:

- VAST, VMAP, and VPAID compliance, and therefore fewer compatibility issues;
- a broader range of options for how your video ads are displayed; and
- access to more advanced video deployment and tracking features.

Most of the Google IMA SDK's technical advantages come from granting access to the capabilities of the DoubleClick for Publishers video module. This includes support for TrueView Instream Video Ads, monetization options like Google AdSense for video and the DoubleClick ad exchange, and so on.

Google IMA also presents certain advantages when it comes to the measurement side of advertising. Active View viewability metrics, for example, allow advertisers to keep better track of their ads' viewability — and, by extension, their potential effectiveness.

From the garage to the Googleplex

The Google story begins in 1995 at Stanford University. Larry Page was considering Stanford for grad school and Sergey Brin, a student there, was assigned to show him around.


The Googling Phenomenon as Manipulative Media

Googling, through common usage, is understood by Internet users as looking for information about something using Google.com

Google has become all-important to both search engines and search engine optimization specialists alike. The other search engines have a tendency to mimic any algorithm changes made by Google. Likewise, search engine optimization specialists continually study the changes as well in order to provide their clients with the best search engine ranking.

Manipulative media are products of continuous media convergence and they are incorporated in education to stimulate students to have a higher engagement and involvement in studying because the bulk of your lives is spent with constantly being connected.

Some example of manipulative media includes social media, search engine use, and Web and mobile applications. Internet use is a manipulative and interactive media because it invites a certain degree of control in the use and application of the algorithm of search engines. One of the most evident situations that also denote manipulative media structure is the "googling" phenonomenon.
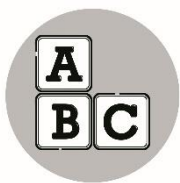
What's More

Activity 6

Instructions:

1. Enumerate the Web and mobile applications that you have in your phone or in the phones of the people close to you. Ask yourself or the people who has these applications as to how dramatically they equal the playing field in terms of access to quality information or knowledge.

   _____
   _____
   _____
   _____
   _____.

2. What is the impact of internet speed in processing the information that you gather online?

   _____
   _____
   _____
   _____
   _____.

   Encode your responses and answers then save fil as .doc or .pdf and upload in a file sharing platform that your teacher has set up for your class.

What I Can Do

Activity 7:

     Interpret the image below. How does this illustrate the concept of manipulative media? Encode your responses and answers and save file as .doc or .pdf and upload in a file-sharing platform that your teacher has set up for your class.

Source: http://omtechnologies.com/education.html

Assessment

A. Multiple Choice Select the letter of the best answer from the given choices.

1. A series of images projected on screen in rapid succession.
   A. Animation
   B. Motion picture
   C. Visual effect
   D. Motion videos

2. These are videos you watch on television, on your laptops or computers, or on your cellphones
   A. Animation
   B. Motion picture
   C. Visual effect
   D. Motion videos

3. A technique used to bring static objects create an illusion of movement.
   A. Computer Animation
   B. Traditional Animation
   C. Stop Motion Animation
   D. Animation Affect

4. The art of creating animation using computer. It can be in a form of (*2d*) two-dimensional or three-dimensional (*3d*)..
   A. Computer Animation
   B. Traditional Animation
   C. Stop Motion Animation
   D. Animation Affect

5. Motion media production process that requires careful planning, although some filmmakers may be perceived by other people to be spontaneous as a result of their creativity, they still do prepare technical, creative, and production consideration of a film.

   A. Production
   B. Post Production
   C. Preproduction
   D. Distribution

6. A media that allows users to interact with text, graphics, sound, and video; each of which can be accessed from within any of the others. It engages the user and interacts with the user.

   A. Sound Media
   B. Text Media
   C. Static Media
   D. Interactive Media

7. These are programmes that can be purchased for your portable device whether you have an iPhone or an android phone – these can be free or cost up to a few pounds.

   A. Apps
   B. Virtual Reality
   C. Video games
   D. Hypertext

8. A location connected to the internet that maintains one or more pages on the World Wide Web.

    A. Apps   C. Program
    B. Website   D. Google IMA

9. These are products of continuous media convergence and that are incorporated in education to stimulate students to have a higher engagement and involvement in studying.

    A. Manipulative media   C. Text Media
    B. Visual Media   D. Sound Media

10. It is designed to make, parse and fulfill video ad requests to VAST-compliant ad servers, helps handle ad playback, and collect and report metrics to ad server. This technology allows video players to serve video ads.

    A. Google Ads   C. Google IMA
    B. Googling   D. Google Chrome

B. True or False: Write True is the statement is correct otherwise write False.

_____1. One of the most evident situations that also denote manipulative media structure is the "googling" phenonomenon.

_____2. In interactive media, search engine optimization specialists continually study the changes as well in order to provide their clients with the best search engine ranking.

_____3. The Google IMA SDK incorporates these features into video players that play interactive media content such as games, in addition to standard video. It originally worked with Flash and HTML5, later adding SDKs for iOS, Android, and Google Cast.

_____4. When producing a motion media, few professionals use script (screenplay) and story board in their production.

_____5. World Wide Web (WWW) is an information space where documents and other web sources are identified by Uniform Resource Locators (URLs), interlinked by hypertext links, and can be accessed via the internet.

Answer Key

What I Know

A. Multiple Choice

1. B
2. D
3. B
4. A
5. C
6. D
7. A
8. B
9. A
10. C

B. True or False

1. True
2. True
3. True
4. True
5. False

Assessment:

A. Multiple Choice

1. B
2. D
3. B
4. A
5. C
6. D
7. A
8. B
9. A
10. C

B. True or False

1. True
2. True
3. True
4. False
5. True

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