

Critical Thinking Questions

1. Imagine that you have been hired by a company to create digital images that they can use in their social media feeds to promote a new breakfast cereal. Describe the mood that you would want to create. Which of the photography techniques described in this unit would you use to create that mood?
 - The setting or the environment of my image would be vibrant and of course have the morning-like lightings to set the mood of my image to be lively, happy, or positive looking. A warmer color is best for this type of scenario as it is more lively. Shooting my image, I would use natural lightings such the light coming from sun to have a natural looking image. And of course, the object positioning is important, to get the best of my lightning. I will experiment to get the best shot. After shooting, a raw image is not that good, so I will incorporate a hdr to my image using photo editing software to get the best-looking image for their product promotion.
2. Imagine that you were hired by a politician to create photographs for an upcoming campaign for mayor. He tells you that polls show that people think that he is not very serious or committed, and he wants photographs that make him look serious. Describe the mood that you would want to create and which of the photography techniques described in this unit you would use to create that mood.
 - Shooting a political campaign is challenging since the setting varies depending on where the campaign is held. To make the campaign shots to look more serious and as well to have a consistent mood, I will use colder colors as it is looking cleaner and moodier which make the image more serious. Having a dark blue color specifically for this type of photography. When it comes to lightings, it will depend on the location on how I will use different lighting techniques to make the image fit to the requirement mood.

3. Use the concepts and terms that you learned in this unit to describe the composition of this photograph:

- For this image, there is a good use of rule of thirds as there is a good division of the image, not just the buildings itself but also it focuses on the sky. There is a good focus of from nearest buildings to furthest building, which is the focused building, I believed, is one on the middle. And of course, its viewpoint, it is a well shot photo from above covering the important subjects of the image. It is buildings, so there is also a good geometric shape that looks consistent in different aspects. Even there are different objects in the photo, it achieved its subject balancedness. And for the color, it is looking more natural as the photographer used the advantage of the sun lighting and the clouds, looking more vibrant. This is a good example of professionally taken image.



Name:
Year & Section:

Unit 3: Assessment
INTE 30043 - Multimedia

4. Use the concepts and terms that you learned in this unit to describe the composition of this photograph:

- Here, there is a good use of rules of depth of field. The photographer keeps the kids as its subject focused while the bubbles being as the foreground, and the background being blurry which makes the middle ground, the main subject (kids), standout. There is a consistent symmetry and arrangement of different elements in this image. For the color, it is perfectly matched to the mood of image, which is happy or lively, with the use of warmer color. And for the lighting, the photographer used backlighting and used the sun as its lighting that created a good shadow, but I think the background lighting is a little bit too strong that makes the lightning a bit unrealistic.

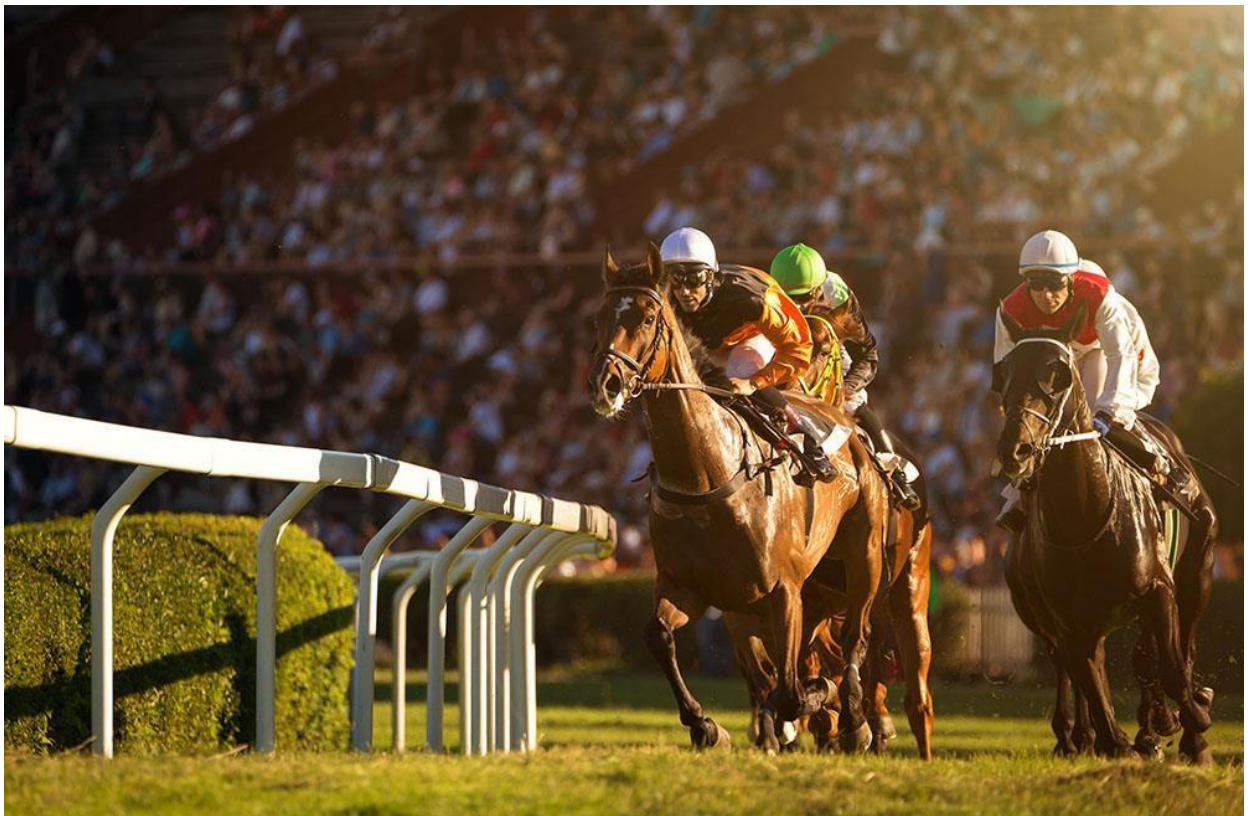


Name:
Year & Section:

Unit 3: Assessment
INTE 30043 - Multimedia

5. Use the concepts and terms that you learned in this unit to describe the composition of this photograph:

- First thing I noticed on this image is the lighting, there is a perfect utilization of side lighting technique. The natural lighting, which is the sun I believed, makes the most of the image looking a very realistic one and same goes to the shadow. The depth of field also been used correctly, the racers as the focused of the image and the crowd or audience as the background that had been blurred for better focused of the subject. The subject is moving in real life, so with the rule of space, you can tell where the subject is going by just looking in. A perfect example of professionally taken image and as well the compositions of this photo.



Name:
Year & Section:

Unit 3: Assessment
INTE 30043 - Multimedia

Unit 2: Lab

Create a Graphic Image: Infographic

The Setting

You're a digital media professional who specializes in creating graphic images that combine typography, graphic elements, and photos. You don't create all of the elements yourself—you rely on finding royalty-free or public domain pieces to use as part of your work.

Your company is about to launch an advertising campaign for a new security and privacy app that is targeted to cellphone users ages 15 to 19. Your manager has asked you to create an infographic that will be distributed as part of the campaign via the company's social media account and website. She has sent you the following email with her requests of what to include when you design the images.

Name:
Year & Section:

Unit 3: Assessment
INTE 30043 - Multimedia

From: Cindy Lewis

Subject: Infographic Design Considerations

Thanks for agreeing to create an infographic for our upcoming campaign. This will be sent out over social media as a screenshot with a link; the screenshot will just show part of the infographic—users will have to click on it in order to see the full image on our company website.

Our purpose for this infographic is to inform our followers about five privacy and security concerns that come with owning and using a cellphone. I have provided details and statistics about the five security risks below. Our users have to understand the dangers so that they will be interested in purchasing our app, which once installed, will guard their phone against these five risks. The infographic will not mention our app or try to sell anything—it is purely informational. Other phases of the campaign will show how our app will help remove these risks for cell phone users.

- Please use html color #3498db (the color blue in our company logo) as one of the colors in your infographic. You do not need to include our logo or company name in the infographic—those will be present on the webpage where it will be posted. (Hint: you can do an internet search for html color #3498db, and it will take you to the exact shade we'd like you to use.)
- Color Palette: Besides the blue logo color, the palette is up to you; please use saturated colors so that the image will stand out on a social media feed.
- How you illustrate the five security risks is up to you, but we'd like to see a nice combination of typography (text and numbers) with graphic elements (charts, graphs, icons, photos).

The marketing department has determined that the audience for this product is age range 15 to 19, both males and females. As you design, please keep this audience in mind. We have two taglines associated with this campaign: "Stay Safe in Cyberspace" and "Is Your Phone Spying On You?" You are welcome to use one of these as the title of your infographic, but you are not required to.

Name:
Year & Section:

Unit 3: Assessment
INTE 30043 - Multimedia

To make it easier when you present the image to us, deliver it as mid-to-high-resolution JPG. But please keep your raw files handy in case the marketing team asks for revisions.

To make it easier when you present the image to us, deliver it as mid-to-high-resolution JPG. But please keep your raw files handy in case the marketing team asks for revisions.

Looking forward to seeing your work!

Cindy Lewis
Art Director

The Five Security Risks

Please use the information below to create the content for your infographic. You don't have to quote any of it directly, but you can. You do not have to cover everything that is here—just make sure you've clearly informed users about the five risks. You can use other information that is not here—we've provided a few links for further information—but you should also feel free to do some searching on your own to find relevant data and statistics.

Risk 1: Photo Location Metadata

Every photo you take on your phone has location metadata information embedded inside it. This means that every single picture you take has the potential to reveal where you've been and where you often go. Also, any app that you allow to access your photos (like Facebook or Instagram) can also access this location data. Companies like Facebook have been known to sell the data they gather from their users (and their cellphones) to other companies.

For statistics on how often cell phones deliver the metadata they gather to their home base (i.e., Google or Apple), search the internet using a keyword string like this:

how often do smartphones report metadata

Here's an example of a good source:

Statista: The Statistics Portal: "How Often Do SmartPhones 'Phone Home'"?
<https://www.statista.com/chart/15207/smartphone-data-collection-by-google-and-apple/>

Risk 2: Secret Screen Recording

You may have heard about bugs that allowed phones to record audio when you weren't aware of it—but did you know that phones can also record whatever is on your screen?

Security researchers at Northwestern University went through 17,260 apps and found that over 9,000 of them had permission to access the phone's camera and microphone. They found that screenshots and video recordings of what people were doing in apps were forwarded to third parties. For example, they found code in the Uber app that allowed it to record people's screens.

If you'd like to find more information/statistics about this, search the internet with a keyword string like this:

do smartphones secretly record screen

Risk 3: App Permissions

When apps want to use sensitive information like your location or microphone, you must grant permission first. However, we've all downloaded an app and then clicked "I Agree" to use it without reading all the fine detail. Chances are you've given permission for apps to access data on your phone without having to ask permission again—and there's no telling what privacy violations occur as a result. You might let an app use your microphone to record voice messages, but it's secretly listening to the TV shows you watch to help advertisers build a profile around you. Or apps with access to your contacts could upload them to spam lists.

If you'd like to find more information about app permissions, try a search string like this:

issues privacy smartphone terms and conditions

This article provides statistics about how long the Terms & Conditions agreements are for popular phone apps:

Noack, Rick. "How Long Would It Take to Read the Terms of Your Smartphone Apps? These Norwegians Tired It Out." Washington Post 28 May 2016.
https://www.washingtonpost.com/news/worldviews/wp/2016/05/28/how-long-would-it-take-to-read-the-terms-of-your-smartphone-apps-these-norwegians-tried-it-out/?noredirect=on&utm_term=.0c8ebb8d92ea

Risk 4: Browser Tracking

Whenever you visit websites on your phone, information is collected about your location, the browser you are using, your operating system, and the list of places that you visited on the web. Tracking beacons and social media buttons keep an eye on you, no matter where you go.

Since Chrome is from Google, it uses your browsing information to build a better advertising profile. And some of the most popular Android apps are browsers that send information to third parties.

If you'd like to find more information about browser tracking, try a search string like this:

what is my browser tracking

Risk 5: Sensors in Your Phone

Your phone contains sensors that measure physical information about your phone and what you are doing with it; apps use these sensors to work, and then the metadata they collect can be shared to third parties:

- The accelerometer measures where your phone is pointing, how fast you're moving, and your steps for fitness apps.
- The gyroscope tracks small motions. This is important for some games and panoramic photos.
- The magnetometer lets your phone know which way is north when using map or compass apps.
- GPS, obviously, lets your phone figure out where you are in the world.

- Any app that tracks something about you or what you are doing is probably collecting metadata.

If you'd like to find more information about sensor tracking, try a search string like this:

what are the sensors in my phone tracking

The five risks have been excerpted and summarized from the following source:

Stegner, Ben. "7 Shifty Ways Your SmartPhone Is Violating Your Privacy." Muo. 24 July 2018. <https://www.makeuseof.com/tag/phone-privacy/>

The Instructions

Step 1: Create the Design and Layout

Design an infographic that communicates the dangers of the five security risks for an audience aged 15-19. When you design, pay attention to typography, color theory, and the design and layout principles covered in this unit to help you make an engaging image:

TABLE 1 Principles of Design

Typography	<ul style="list-style-type: none">• Serif vs Sans Serif• Variety of font size• Variety of font color
Color Theory	<ul style="list-style-type: none">• Primary, secondary, tertiary colors• Complementary and contrasting color palettes• Hue, saturation, and value• Colors and emotions they evoke
Design and Layout	<ul style="list-style-type: none">• Rule of Thirds• Proportion

Name:
Year & Section:

Unit 3: Assessment
INTE 30043 - Multimedia

- | | |
|--|--|
| | <ul style="list-style-type: none">• Balance• Symmetry• Unity• Repetition (of font, color, size, line thickness)• Variety• Perspective• Background/foreground |
|--|--|

Step 2: Choose Your Software

If you have Photoshop or another graphics software that you already know how to use, you are welcome to use that. If you do not already have expertise with a graphics software program, Canva is the best software choice for this project.

At Canva, you will find templates for infographics. You can use one of these templates—just make sure that you customize it and make the design fit with the purpose and content of the infographic.

Step 3: Find Elements

You may need to find graphic elements to include in your infographic—make sure that you download and capture images ethically. To find public domain or Creative Commons images, use your internet search engine and keyword strings like this:

- where can I find public domain images
- where can I find Creative Commons images
- public domain collections
- Creative Commons

Step 4: Save and Post your Image with Notes

Save your infographic as a mid-to-high resolution JPG.

Using a word processing program, write a few sentences to describe the typography, color, and design/layout decisions you made. Also, write one to two sentences to

Name:
Year & Section:

Unit 3: Assessment
INTE 30043 - Multimedia

describe where on the internet you found the graphic elements that you included in your image.

NOTE: Please keep your files stored for later use (Google Drive is a good place for this). In the final unit of this course, you'll be making a presentation that will include several of the files you make along the way.

Creating the poster, I used a software called "Adobe Photoshop", it is a great software for creating or editing any images you want. I started from the scratch to layout the design I want, starting from the title to the last content of my infographic. For the font type, I used four types of fonts depending on the content or part of my work, but all of the fonts I used are san serif as it is best fit for digital images. For the color, there is one provided color that I needed to use which is the color blue. Color blue is the main background color, along with that I mixed it up with other shades of blue, specifically dark shade, and also with red orange color. After experimenting with colors, I liked the mixture of blue shade along with orange shade, and I just find the right font colors for that. For the design, I just kept it simple and sticking to the basics for it easy to be read.

For the graphic elements, I downloaded it from "anyrgb.com". I already used that site to my other works and find it really helpful and useful. It is site where you can download hundreds of transparent images.

IS YOUR PHONE SPYING ON YOU? KNOW THESE FIVE SECURITY RISKS



It does not have to be hard to protect your phone and yourself online. In fact, knowing about these five risks may be one of the simplest things you can do.

1. Photo Location Metadata



Every photo you take on your phone has location metadata information embedded inside it. This means that every single picture you take has the potential to reveal where you've been and where you often go.

2. Secret Screen Recording



You may have heard about bugs that allowed phones to record audio when you weren't aware of it—but did you know that phones can also record whatever is on your screen? Researchers found that screenshots and video recordings of what people were doing in apps were forwarded to third parties.

3. App Permissions



When apps want to use sensitive information like your location or microphone, you must grant permission first. You might let an app use your microphone to record voice messages, but it's secretly listening to the TV shows you watch to help advertisers build a profile around you, or apps with access to your contacts could upload them to spam lists.

4. Browser Tracking



Whenever you visit websites on your phone, information is collected about your location, the browser you are using, your operating system, and the list of places that you visited on the web. Tracking beacons and social media buttons keep an eye on you, no matter where you go.

5. Sensors in Your Phone

Your phone contains sensors that measure physical information about your phone and what you are doing with it; apps use these sensors to work, and then the metadata they collect can be shared to third parties:

- The accelerometer measures where your phone is pointing, how fast you're moving, and your steps for fitness apps.
- GPS, obviously, lets your phone figure out where you are in the world.
- Any app that tracks something about you or what you are doing is probably collecting metadata.



SOME FACTS ABOUT THE FIVE RISKS

90

information requests per hour are sent to Android phones on average use.

9,000/17,260

apps had permission to access the phone's camera and microphone.



31 hours

would take to read the terms & conditions when permitting over 30 mobile applications.

79%

of websites apparently do internet tracking to their users, according to Norton.

Location updates

that consumers provide through social media have been linked to robberies and stalking cases, according to American Civil Liberties Union.