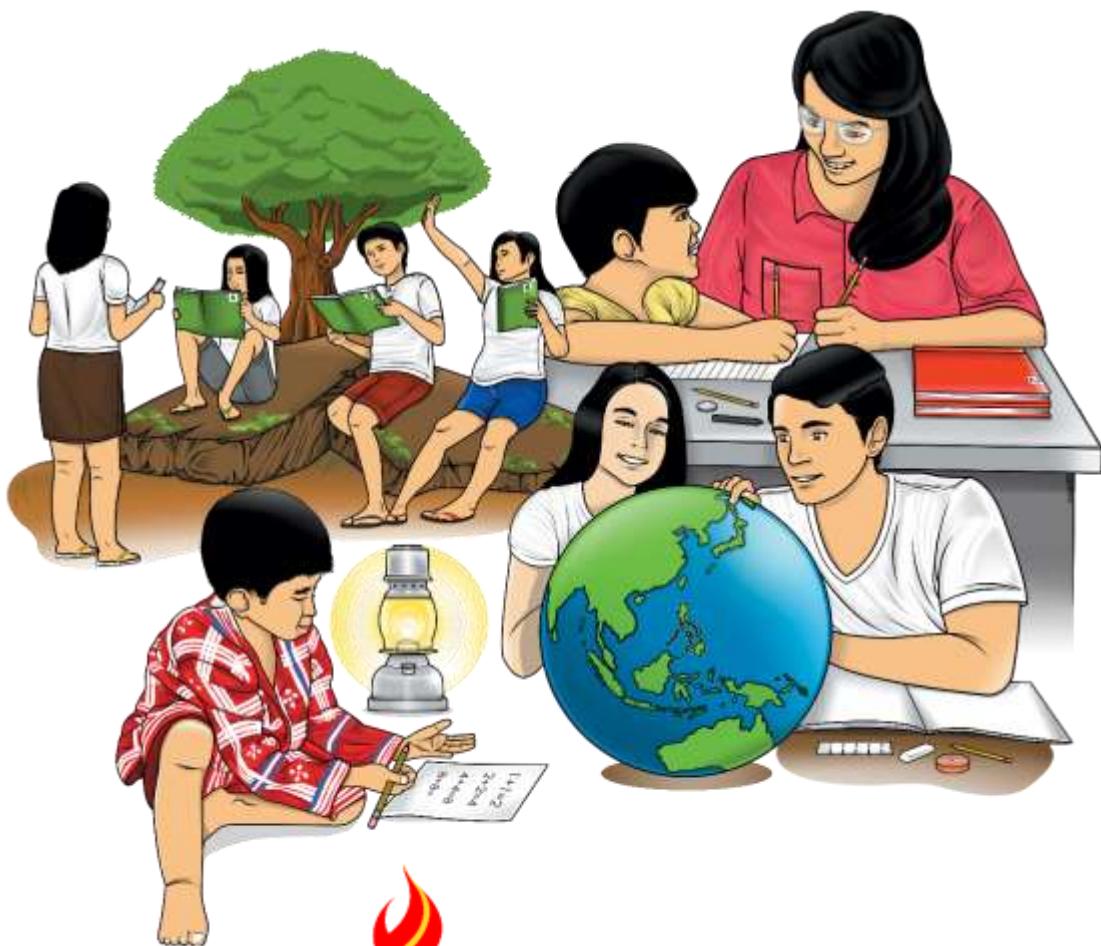


Empowerment Technologies

Quarter 2 – Module 12: Multimedia and ICT



**Empowerment Technologies – Senior High School
Alternative Delivery Mode
Quarter 2 – Module 12: Multimedia and ICT
First Edition, 2020**

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Senior High School

Empowerment Technologies

Quarter 2 – Module 12: Multimedia and ICT



Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



What I Need to Know

This module was designed and written with you in mind. It gives you the opportunity to explore and understand how rich media content is and how interactivity and its principles, in the context of Web 2.0, affect and change the users' experiences in the delivery and consumption of ICT content. The lessons are arranged to follow the standard of the course in helping you to assess the rich content based on your own experience in using the interface.

The module mainly focuses on this lesson:

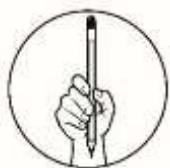
- Rich Content in the Online Environment and the User Experience, Multimedia and Interactivity and Web 2.0, Web 3.0, and User Participation in the Web.

Learning Competency:

- Explore the principles of interactivity and rich content in the context of Web 2.0 and the participation of the user in the online experience.
Code: CS_ICT11/12-ICTPT-IIk-14

After successful completion of this module, you are expected to:

1. explore the principles of interactivity and rich content in the context of Web 2.0 and the participation of the user in the online experience and
2. assess independently your own experience along a range of online rich content on the basis of the usability of the interface.



What I Know

Choose the best answer for each question. Write the letter of your answer on a separate sheet.

1. Which of the following is the integration of text, sound, graphics, animation and video into a single unit?
 - a. website
 - b. webpage
 - c. multimedia
 - d. presentation

2. What is defined as the behaviors shown by the person or individual that uses the application or product over the net?
 - a. user demand
 - b. user experience
 - c. user participation
 - d. user as a contributor

3. Which system enables users to select video and audio content when they want it?
 - a. Video on demand
 - b. Online environment
 - c. Online participation
 - d. Online courseware and tutorials

4. In which field does multimedia play a vital role as it encourages the learners to interact inside the class?
 - a. Industrial
 - b. Education
 - c. Entertainment
 - d. Advertisement

5. What is considered as one of the most popular multimedia applications because of its movies and video games?
 - a. Advertisement
 - b. Entertainment
 - c. Education
 - d. Industrial

6. Which of the following BEST describes the presentation?
- a. a speech
 - b. a television interview or news report
 - c. information presented using more text than graphics and animation
 - d. a sequence of slides that usually incorporate text, sound, graphics, and animation
7. Web servers and web browsers rely on the SSL protocol to help users protect their data during transfer by creating a uniquely encrypted channel for private communications over the public internet. What does SSL stand for?
- a. saving sharing and limits
 - b. safe secured and locked
 - c. secure socket limbs
 - d. secure socket layers
8. Multimedia play's important role today. Which of the following BEST describes multimedia?
- a. images and audio
 - b. moving images and text
 - c. programs that combine text and images on a television screen
 - d. integration of still and moving images, text, and sounds by means of technology
9. It is a good way for communication and helps us to understand the messages that someone's trying to convey because of the combination of text, graphics, audio, video, and animation using computers. It is called _____.
- a. media
 - b. newspaper
 - c. multimedia
 - d. hypermedia
10. In the 1980s, ISP was a company that provided individuals and other companies access to the internet and other related services such as Web site building and virtual hosting. What does ISP stand for?
- a. International Service Protocol
 - b. Internal Services Protection
 - c. Internet Service Provider
 - d. Internet Search Program
11. Which of the following advances in multimedia were made in the early 1970's?
- a. Advances in the ability to fit more text in a presentation
 - b. Advances in making supercomputers
 - c. Advances in integrating computers with CD's
 - d. Advances in graphics, movies, and audio

12. Educational websites help make the process of learning entertaining and attractive to the audience, especially in today's generation. Which of the following BEST describe computer-based training?
- a. a video game
 - b. a method of training a computer to reject viruses.
 - c. a method of education that allows people to learn at their own pace, using interactive software.
 - d. a method of training the computer to perform routine tasks.
13. Businessmen use online platforms for promotion purposes; therefore, Ecommerce websites are for _____.
- a. business to business transactions and business to consumer transactions
 - b. getting money from your computer online
 - c. selling your home on the net
 - d. a revolution in business practices
14. The Cold War is the major reason why the United States formed a new way of communication, now commonly known as _____.
- a. platform
 - b. software
 - c. website
 - d. internet
15. Each webpage has its own unique _____.
- a. database connection
 - b. personal search engine
 - c. animation scheme
 - d. universal resource locator (URL)

Lesson

1

Multimedia and ICT

Multimedia is the heart of every presentation, website and online interface in the context of the 21st century. It triggers the different senses to function well and catches the attention of the user which aims to satisfy the audience through the use of different multimedia content like texts, music, photos or images, interactive contents, animations, and videos.

The user experience serves as a tool to measure the usefulness of a product or service. It is his behavior as a person towards the application or product that evaluates through his reaction while using the product.

For that reason, you, as a learner, are encouraged to know and understand the connection of multimedia and ICT. By knowing their connection, you can easily understand, assess and determine rich content of each online application. And as a future developer of a multimedia application, this will give you the right insights on how to create meaningful content.



What's In

Activity 1

Let's Ponder

Visit one website of your classmate. On a sheet of paper, answer the survey form below.

Website Name : _____

URL : _____

- I. On a scale of 1-5, review the features of the site carefully. Afterward, write a comment or two as to why you rated certain criteria a certain value.

1. Holistic look of the website (Does it look professional?)	
2. Navigation (Is the navigation easy to use? Do the links work?)	
3. Content (Does it have relevant content?) Is the information adequate?)	
4. Correctness (Is the site free from errors?)	
5. Images (Are there images that are related to the site? Are they displayed correctly?)	
6. User Experience (Does the site offer several ways to contact the owners?)	

- II. Write the strengths and weaknesses of the website.
III. Write the features that should be present and the features that should be removed from the website.

Notes to the Learner

Wix.com will be used in the following activities, create in advance an account intended for blog posting. Screen capture your webpage and include in your e-portfolio.



What's New

Before, the Internet was not as fast as today's Internet, that only limited characters like text and bits of sounds are placed on most websites. Now, videos and music can be seen on most websites. In the previous modules, you have learned how to develop an online portal or website. Your task now is how to improve your online portal to make it more appealing and useful to the audience.

Activity 2

Let's complete this!

Using this graphic organizer, list down in Column A the things that you have seen in the website and in Column B the things that need to be added.

Column A	Column B



What is It

From the previous lesson, we have managed to add infographic content to your personal website. In today's generation, majority of the existing websites on the internet are interactive and we can classify them as Web 2.0. Web 2.0 allows users to communicate and collaborate with each other virtually. The content can be modified based on the preference of the users. It allows users to interact with the site even to comment or create their own account. It also gives the user enough space such as file storage and let them use the web browser instead of just using their site. There are some instances that there are ads that will flash on the screen of the website that encourage the users to use and subscribe on it. Those are the promotional materials generated by the web host and it is an example of a Web 3.0. A new generation of Internet technology that relies on the use of machine learning and artificial intelligence.

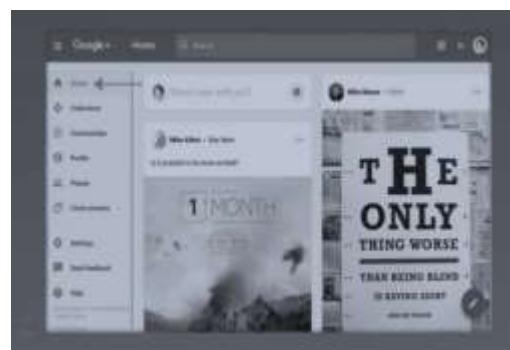
Activity 2

Let's Compare

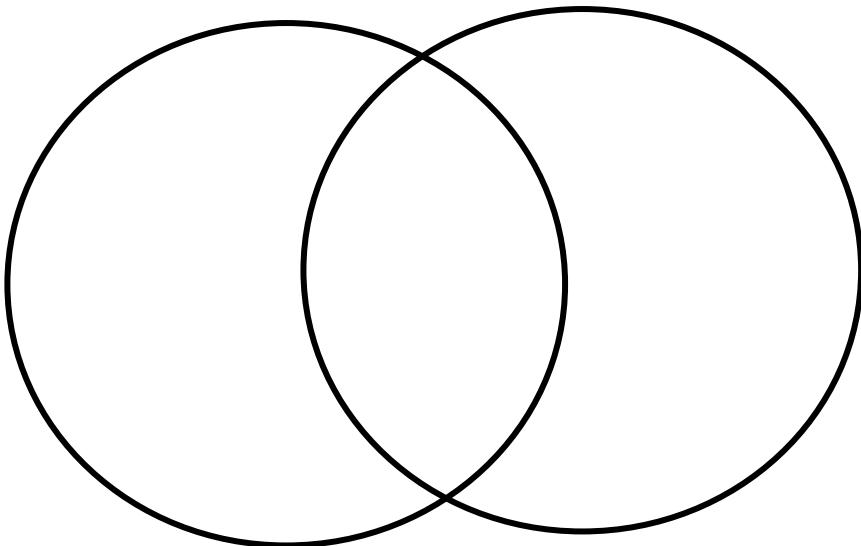
Using the two pictures below, and the previous observation you have listed above, compare and contrast the content of the two websites. Write your observation inside the Venn diagram and answer the questions below.



Linear Website



Non-Linear Website



Process Question

1. Which of the two websites has a professional look?
2. Which has more appealing content?
3. Which of the two websites offer an interactive interface?

Activity 3

Let's Try This One!

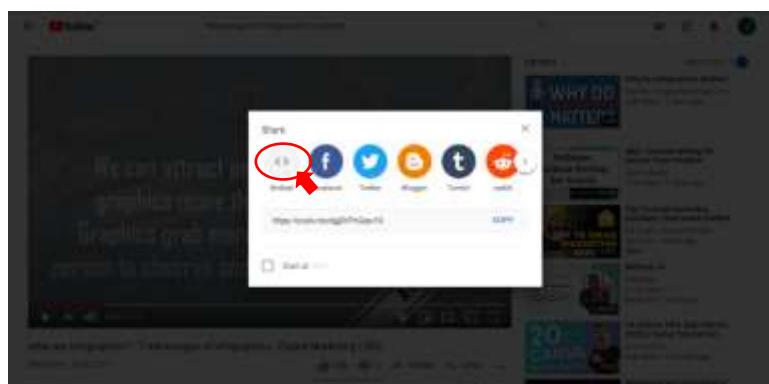
Directions: You will have to create a blog post about the advantage of Infographics.

1. Search for a video about the advantages of Infographics. Any video will do as long as there are no unfriendly words stated on the video.

2. Go to the bottom of the video and click the “Share” button.



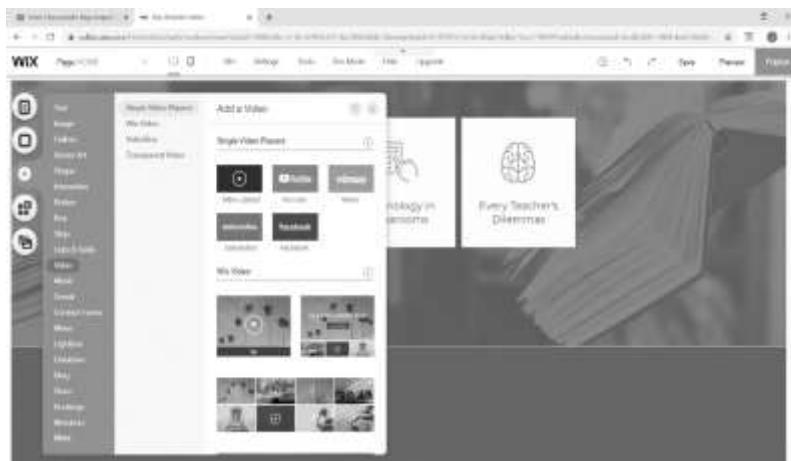
3. Click on Embed.



4. Copy the code similar to the screenshot below.



5. Create a new website on Wix.com then click add video > YouTube.



6. Paste your code there.



7. Preview and publish the content.



ACTIVITY 4

Reflection

Directions: On a sheet of paper, answer the form below. You need to review your own website.

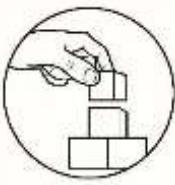
Website Name : _____

URL : _____

- I. On a scale of 1-5, review the features of the site carefully. Afterward, write a comment or two as to why you rated certain criteria a certain value.

1. Holistic look of the website (Does it look professional?)	
2. Navigation (Is the navigation easy to use? Do the links work?)	
3. Content (Does it have relevant content?) Is the information adequate?)	
4. Correctness (Is the site free from errors?)	
5. Images (Are there images that are related to the site? Are they displayed correctly?)	
6. User Experience (Does the site offer several ways to contact the owners?)	

- II. Write the strengths and weaknesses of the website.
III. Write the features that should be present and the features that should be removed from your website.



What's More

ACTIVITY 4

You can do it!

Uploading images and posting text or messages are very common on a Facebook page. It is time to offer something new and bring your page to the next level by creating your own educational vlog.

1. What video should you produce? You may consider the following options:
 - a. An introductory video Multimedia and ICT.
 - b. A video about the benefits of Multimedia and ICT in 21st Century.
2. Create a script including the flow of your vlog.. The video should not exceed three minutes.
3. You will be graded based on the following criteria on the rubrics provided by your teacher.
4. Post your vlog in YouTube then embed it to your Facebook page.

RUBRIC FOR PRODUCT OUTPUT TIKTOK VIDEO

CATEGORY	3	2	1	0	SCORE
CREATIVITY X4	Exceeds expectations	Meet expectations	Approaches expectations	Does not meet expectations	
CONNECTEDNESS X6	The content is very informative, relevant and easy to understand.	The content is informative and relevant to the topic.	Some content is informative and relevant to the topic.	The content is not relevant to the topic and misleading.	
ORGANIZATION X4	The construction of the graphics and information are well-organized.	The construction of the graphics and information are organized.	Some of the graphics and information are organized.	The graphics and information are not related to each other and to the topic.	
DURATION X2	2-3 minutes	Between 1 ½ and 2 minutes	Between 1 and 1 ½ minutes	Less than 1 minute.	

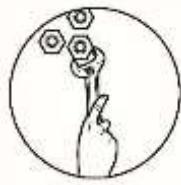


What I Have Learned

ACTIVITY 5

Directions: Fill in the blank. Complete the paragraph below.

1. _____ are used for enhancing the experience with webpages.
2. _____ allows users to communicate and collaborate with each other virtually.
3. _____ that relies on the use of machine learning and artificial intelligence.
4. _____ assist self-paced learning.
5. _____ generate the result right after the assessment day.



What I Can Do

It is time to level up your skills in website designing by apply what you learned from this module. Below are your tasks in creating your own interactive environmental advocacy website. Make your website interactive by simply adding media content like stylish texts, photos, audio and videos from different media applications.

1. Create a homepage indicating a brief explanation about the content of the website.
2. Create a detailed flow of the content of your website.
3. Record a video showing your love and your personal contribution to the rehabilitation of the environment.
4. Upload your video on YouTube then share it on your website.



Assessment

Directions: Choose the best answer for each question. Write the letter of your answer on a separate sheet.

1. What is considered as one of the most popular multimedia applications because of its movies and video games?
 - a. Advertisement
 - b. Entertainment
 - c. Education
 - d. Industrial
2. In which field does multimedia play a vital role as it encourages the learners to interact inside the class?
 - a. Industrial
 - b. Education
 - c. Entertainment
 - d. Advertisement
3. Which system enables users to select video and audio content when they want it?
 - a. Video on demand
 - b. Online participation
 - c. Online environment
 - d. Online courseware and tutorials
4. What is defined as the behaviors shown by the person or individual that uses the application or product over the net?
 - a. user as a contribution
 - b. user participation
 - c. user experience
 - d. user demand
5. Which of the following is the integration of text, sound, graphics, animation and video into a single unit?
 - a. website
 - b. webpage
 - c. multimedia
 - d. presentation

6. Each webpage has its own unique _____.
- animation scheme
 - database connection
 - personal search engine
 - universal resource locator (URL)
7. The Cold War is the major reason why United States form a new way of communication, now commonly known as _____.
- platform
 - software
 - website
 - internet
8. People use online platforms to make their daily activities easier. One of these is e-commerce. E-commerce website is for _____.
- business to business transactions and business to consumer transactions
 - getting money from your computer online
 - selling your home on the net
 - a revolution in business practices
9. Educational websites help make the process of learning entertaining and attractive to the audience, especially in today's generation. Which of the following BEST describe computer-based training?
- a video game
 - a method of training a computer to reject viruses
 - a method of training the computer to perform routine tasks
 - a method of education that allows people to learn at their own pace, using interactive software.
10. Which of the following advances in multimedia were made in the early 1970's?
- Advances in making supercomputers
 - Advances in graphics, movies, and audio
 - Advances in integrating computers with CD's
 - Advances in the ability to fit more text in a presentation

11. In the 1980s, ISP was a company that provided individuals and other companies access to the internet and other related services such as Web site building and virtual hosting. What does ISP stand for?
- International Service Protocol
 - Internal Services Protection
 - Internet Service Provider
 - Internet Search Program
12. The combination of text, graphics, audio, video and animation using computers is a good way for communication and helps us to understand the messages that someone's trying to convey. It is called _____.
- media
 - newspaper
 - multimedia
 - hypermedia
13. Multimedia play's important role today. Which of the following BEST describes multimedia?
- images and audio
 - moving images and text
 - programs that combine text and images on a television screen
 - integration of still and moving images, text, and sounds by means of technology
14. Web servers and web browsers rely on the SSL protocol to help users protect their data during transfer by creating a uniquely encrypted channel for private communications over the public internet. What does SSL stand for?
- secure socket limbs
 - secure socket layers
 - safe secured and locked
 - saving sharing and limits
15. Which of the following BEST describes the presentation?
- a speech
 - a television interview or news report
 - information presented using more text than graphics and animation
 - a sequence of slides that usually incorporate text, sound, graphics and animation



Additional Activities

ACTIVITY #4

Directions: Create an infographic poster about Multimedia and ICT. Paste your output on the space provided.



Answer Key

What I Know	Assessment	What have I learned	Assessment
C	A	3.0	Web
B	B	2.0	Web and Video
A	C	Audio	and Video
B	C	2.0	Web
A	D	3.0	Course
B	C	ware	Online tests
A	D	C	tests
C	C	C	tests
D	D	D	tests
A	A	A	tests
B	B	B	tests
C	C	C	tests
D	D	D	tests

References

Print Materials

1. Argel B. Bandala, "Empowerment Technologies," Philippine Copyright 2016 by DIWA LEARNING SYSTEMS INC.
2. REX BOOK STORE, INC & INNOVATIVE TRAINING WORKS, INC. "Empowerment Technologies," Philippine Copyright 2016 by REX BOOK STORE, INC & INNOVATIVE TRAINING WORKS, INC.
3. Our Changing Climate OCC "Here's how plastic bags impact the environment" YouTube, 8 August, 2018

Online Sources

1. Wix Images and Screenshots. "Winx.com <https://www.wix.com/account/sites>. Some screenshots found on this module are cropped and/or labelled for highlighting purposes.

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