

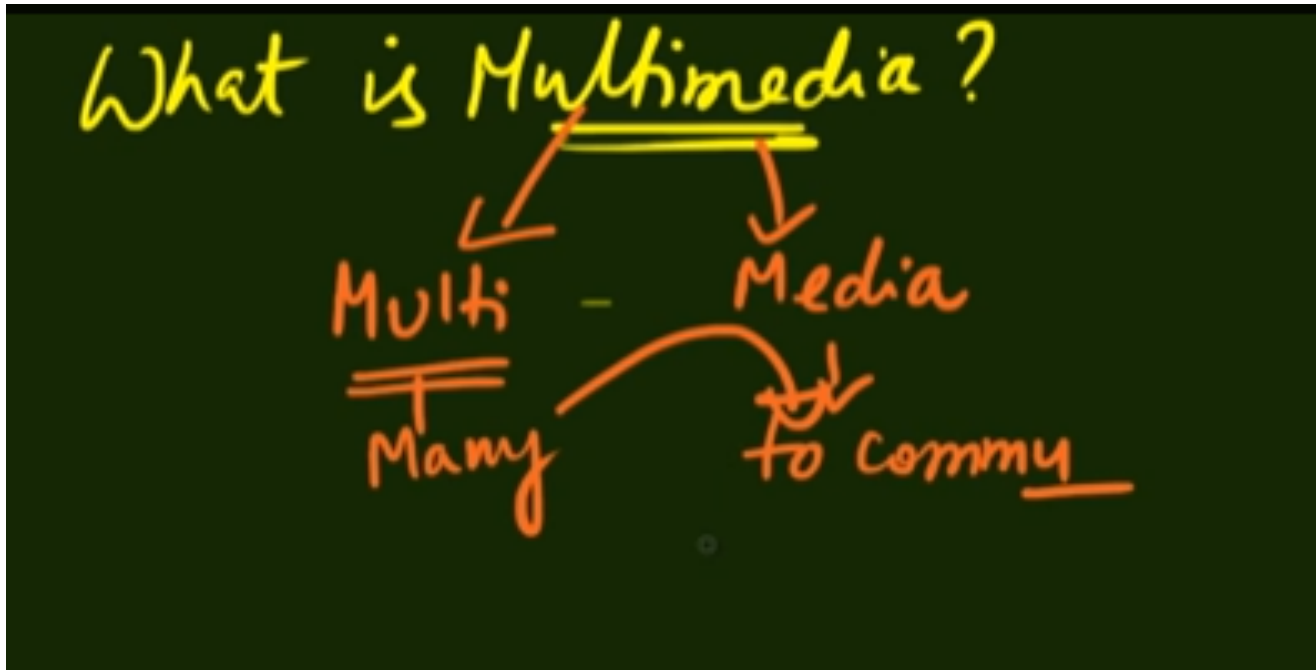
Understanding Multimedia

CLASS 2 IMT 1101

MULTIMEDIA

MULTI: many

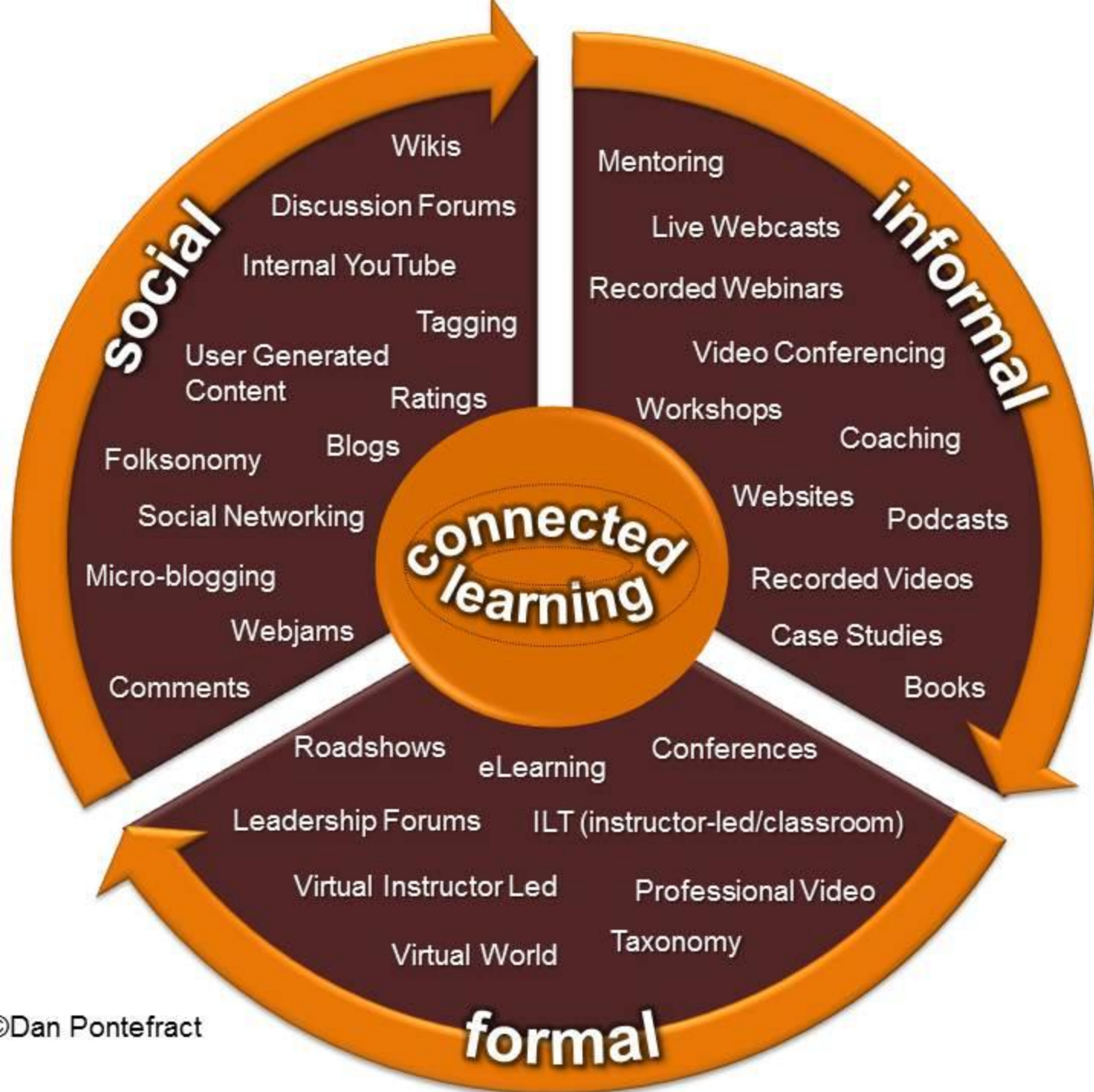
MEDIA: ways of transmission



SOCIAL MEDIA

- blogging
- wikis
- content sharing
- social bookmarking





CONNECTED Learning

EQUITABLE, SOCIAL, AND PARTICIPATORY

Connected learning is a model of learning that holds out the possibility of reimagining the experience of education in the information age. It draws on the power of today's technology to fuse young people's interests, friendships, and academic achievement through experiences laced with hands-on production, shared purpose, and open networks.

PRODUCTION CENTERED

Connected learning prizes the learning that comes from **actively producing, creating, experimenting, and designing**, because it promotes skills and dispositions for lifelong learning, and for making meaningful contributions to today's rapidly changing work and social conditions.

INTERESTS

Interests foster the drive to gain knowledge and expertise. Research has repeatedly shown that when the topic is personally interesting and relevant, learners achieve much higher-order learning outcomes. Connected learning views interests and passions that are developed in a social context as essential elements.

SHARED PURPOSE

Today's social media and web-based communities provide unprecedented opportunities for caring adults, teachers, parents, learners, and their peers to share interests and contribute to a common purpose. The potential of **cross-generational learning and connection** unfolds when centered on common goals.



PEER CULTURE

Connected learning thrives in a socially meaningful and knowledge-rich ecology of ongoing participation, self-expression, and recognition. In their everyday exchanges with peers and friends, young people fluidly contribute, share and give feedback. Powered with possibilities made available by today's social media, this peer culture can produce learning that's engaging and powerful.

OPENLY NETWORKED

Connected learning environments **link learning in school, home, and community**, because learners achieve best when their learning is reinforced and supported in multiple settings. Online platforms can make learning resources abundant, accessible, and visible across all learner settings.

ACADEMIC

Connected learning recognizes the importance of academic success for intellectual growth and as an avenue towards economic and political opportunity. When academic studies and institutions draw from and connect to young people's peer culture, communities, and interest-driven pursuits, learners flourish and realize their true potential.

ACTIVE RELEVANT REAL-WORLD EFFECTIVE HANDS-ON
NETWORKED INNOVATIVE PERSONAL TRANSFORMATIVE

OLD MEDIA examples

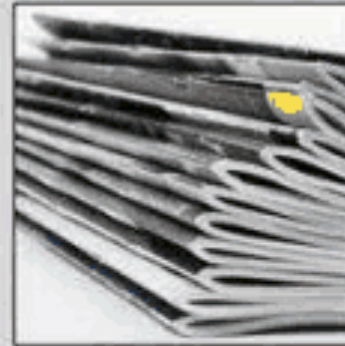
PRINT MEDIA



Books



Newspapers



Magazines

TIME-BASED MEDIA



Sound
Recordings



Movies



Radio



Television

NEW MEDIA: examples

NEW MEDIA



Electronic Books



Online Newspapers



Social Magazine Apps



Blogs



Music Downloading



On-demand Streaming Media



Internet Radio



Smart TV

OLD MEDIA

- Mass media, mass communication
- Large Organizations
- Large Audience
- Anonymous Audience
- Simultaneous transmission
- Public transmission
- Broadcasting

NEW MEDIA

- Numerical Representation
- Narrowcasting
- Structural Modularity
- Automation
- Variability
- Cultural Transcoding

NUMERICAL REPRESENTATION

“ . . . new media objects can be defined numerically as formal equation or mathematical function. the computer reduces every act of human communication to a binary expression made up of zeros and ones” ~CH1

EXAMPLE: a song
a scanned image into Photoshop

Structural Modularity

“Modularity means that a new media object retains its individuality when combined with other objects in a large-scale project.” ~CH1

EXAMPLE: Slide Presentations

NARROW CASTING

“The term narrowcasting is used to describe the new media technique of delivering content of value to a niche audience with shared values and interests”~CH1

EXAMPLE: A podcast channel of your choice

AUTOMATION

“... low-level creative tasks can be carried out through automated machine processes and preprogrammed batch sequences”~CH1

EXAMPLE: saving a file, copying a file

VARIABILITY

“New media objects are not bound to a single fixed form but can exist, and often do, in a “potentially infinite” number of versions”

EXAMPLE: an image saved as several file formats (.jpg .png .gif .raw)

CULTURAL TRANSCODING

“ . . . principle of new media delves deeply into the theoretical implications of using computers to represent the various products of human culture.”

“ . . . the term “cultural transcoding” [describes] the bi-directional influence of computers and human culture acting reciprocally upon one another.”

EXAMPLE: (Class generated)