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Digital Media Foundations COMD 1112 D106

What We Learned on 2/10/20

We started our lesson by talking about the difference between analog and digital. Analog must be continuously changing and infinite, with the signals being received without census. Digital, on the other hand, is just a representation, with voltage levels that have assigned special meanings, as well as using the binary system. A perfect way to describe the difference between analog and digital is that analog is the sun, while digital is just the light.

We then went on to discuss bits and bytes. Data is stored using bits and bytes in a computer, and the more bits/bytes used, the bigger the data. In the binary system, byte is represented using a 1, while bit is represented using a 0. The textbook goes into further detail, even explaining how decemials can be converted into binary.

File compression was also briefly touched upon. File compression reduces the total number of bits and bytes in a file to be able to transfer it easier and faster. Lossy compression is when some information is sacrificed in order to reduce file size, and the information that's lost cannot be recovered. Lossless compression can reduce the size of the file without having to sacrifice anything inside the file.

Cloud computing is something that has been around for some time, but has recently caught my attention, and I've been using it more often. Cloud computing is a system where many different computers can share servers and files. This can particularly be useful in group settings, such as schools in group projects or in the workforce when working together. Some popular examples of cloud computing are Google Drive and Dropbox.

Finally, before our Depth of Meaning presentations, we learned about logos from a more design and effectiveness perspective. A logo is a symbol or other design adopted by an organization to identify themselves. Logos can establish a brand's unique identity while also making themselves instantly recognisable to the public. We also talked about the four types of logos; letterform, wordmark, abstract symbol, and pictorial symbol.