CFAES

College *of* Food, Agricultural, *and* Environmental Sciences

PROJECT IDEA STARTER

Digital Media

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Digital media is everywhere—videos, graphics, music, apps, and more. Find out how you can become a creator of digital content and not just a consumer.

Cave paintings are one of the first methods people used to communicate. In that culture, paintings were as much a way to communicate as television is to us. Ancient Romans are credited with creating the first newspaper. No copies still exist, but it is believed that events, births, deaths, and gossip were published. The first books are said to have been created around 500 BC in the form of handwritten scrolls. Mass media such as radio and television appeared in the beginning to middle of the 20th century.

The internet started becoming a part of people's lives in the 1990s. In 1995, only 1% of the world's population was online. That number grew to 49% by 2016, and according to Internet World Stats, grew to 69% by the end of 2022. Today, digital media is common and has transformed how we communicate.

More About the Internet

In the early days of the internet, only text content was shared. In 1989, visual content began to appear online. In 2004, users started to be able to have interactive and participatory experiences. This is when users became able to create their own content. The term social media started to be used around this time. When the first iPhone was released in 2007, the technology allowed content to be created and viewed on mobile devices, further changing how we interact with digital content.

Think about all the ways that digital media touches your life every day. Many people carry their digital devices everywhere. We rely on our smartphones to connect us to people through texts or phone calls and to connect us to information. How often have you watched a movie or show and wondered where

PLAN YOUR PROJECT

Use this idea starter AND publication 4-H 365 *Self-Determined Project Guide* as the starting place for your 4-H self-determined project. The *Self-Determined Project Guide* is available from your county OSU Extension *office or on the Web at ohio4h.org/selfdetermined. You may choose to do a little or a lot depending on your* level of interest. Be sure to register your project with your county OSU Extension office.

you had seen a particular actor? Before mobile technology, you just had to wonder until someone remembered. Now, you simply look up the information on your phone.

How often do you or your teacher use digital media in school? When you are working on a report and looking up references, that is digital media. If your teacher uses presentation software while teaching, that is digital media. If you create a video for a class project, that is digital media. Do you play a video game after school to unwind after the school day? Video games are a form of digital media.

What Is Digital Media?
The word media is defined as a means of communication. Print media includes publications like newspapers, magazines, or books. Broadcast media would be television or radio. The word digital refers to anything electronic. You might say digital media is any electronic communication, but that seems too simple.

A technical definition of digital media is communication based on digital data. Sequences of 0s and 1s, called binary code, are translated into audio, video, or text. Computers, tablets, smartphones, and web-based apps are all ways you consume digital media. The digital media itself might be videos, music, digital art, games, audiobooks and much more.

Another way to think about digital media is that it is information shared virtually instead of physically. The difference between a print magazine and an online magazine is a good example. Bruce Montes, director of Academic Technology Services at Loyola University, describes digital media as "news, audio, video, software or other content created, edited, stored or accessed in digital form." With this definition, we can think about digital media as something we create digitally and as something we are able to

edit on a device. This definition includes data and information accessed digitally, like the results from a recent school track meet that are stored online.

One unique feature of digital media is that it can be two-way. This means you can use it to interact with other people. Two-way communication is participatory. By comparison, traditional forms of media are one way, meaning they don't provide interaction. One-way communication is where a message is sent to the receiver and there is no immediate feedback given to the sender. A print newspaper is an example of one-way communication. An online news source, by contrast, can provide interaction. You might read a news article on the internet and then write something in the comments that are then read by other people who can respond to your comment. Social media is another great example of digital media that provides for interaction between users.

Digital media evolves constantly, just like technology. In the future, it is likely to become even more a part of our daily lives.

Examples of Digital Media
Audio. Examples of audio types of digital media are digital radio stations, podcasts, or audiobooks. Digital radio services like Spotify or Pandora let you listen to music on demand. It can also include digital music that is created without physical instruments.

Want more examples of digital media? The blog Simplicable provides a handy list at **simplicable.com/new/digital-media**.

Video. Streaming movies and video entertainment services are an example of digital video media. YouTube is a popular platform for digital video creation. An example you might not think of is a virtual reality surgical simulator.

Social Media. Sites such as Twitter, Facebook, and Snapchat let users interact with one another through posts. Comments allow conversations about pop culture, current events, and users' lives.

Advertising. Pop-ups and auto-play ads are popular methods for advertisers to sell products.

Digital Publishing. Books, magazines, and newspapers are now created and accessed online. The Pew Research Center found that in 2021 more than 8 in 10 Americans got their news from mobile devices or computers. An advantage of online news sources is that news can be published as it happens, unlike traditional newspapers that are usually delayed until the next day.

Photos. Photos that are taken, stored, or shared in digital format. These images also can be altered digitally through filters and other software.

Digital Art. This is art made using digital devices or inputs or art that is presented using technology, like a light show. Digital art can be static or dynamic.

AREAS OF INTEREST AND THINGS TO DO

Every self-determined 4-H project has various areas of interest. Each area offers specific things members can address during their project adventure. Using the 4-H 365 *Self-Determined Project*

Guide, identify at least three areas of interest with at least three activities per area to explore. Take your ideas from the list below or make up your own.

Digital Media in Everyday Life

☐ Make a list of all the digital media and devices you use at home or school in one day. Share your list to see if someone can add more.

☐ Explore print forms of media, such as newspapers, magazines, records, or books. Choose two forms to compare. What is the same? What is different? Which do you prefer? Make a small poster that highlights the similarities and differences.

☐ Find out what careers are related to digital media. Choose one that interests you and research further. Share what you learn with your parent or guardian.

☐ Search nearby community colleges, universities, trade schools, or other post-secondary institutions to see majors or certificates that involve digital media. Create a brochure that shows all the possibilities.

☐ Using the camera on a phone or tablet take a picture of an object. Using the edit features, personify your object. Change your object into a character. If possible, share your image via social media.

☐ Using a form of digital media, present a demonstration or speech to your 4-H club. This could be as simple as creating a digital slide show to accompany your demonstration.

☐ Create a social media page for your 4-H club. If one exists already, create content from your meetings and events to share online.

Digital Video Production

☐ Investigate different devices to use for video production: cameras, phones, tablets etc. What are the advantages and disadvantages of each? Summarize your findings in a list of pros and cons. If money were no object, which would you choose? What device is available to you?

☐ After you have a topic for your video, making a storyboard is a good way to start. Learn more by watching How to Make a Storyboard for a Video in 6 Steps at **youtu.be/dnIQN_L5HC0**. Create a storyboard for your video. Share it with others to see what they think of your plan.

☐ It might be nice to start with something simple. Using the device and software of your choosing, create a video introducing yourself. Share it with friends and family. Have you captured the real you?

☐ Make a compilation video by recording people's responses

to a specific question. The question can be related to the day's news, a certain topic, or something fun, like "What is your favorite movie line?" Compile the responses into one video and share.

☐ Using the device and software of your choosing, create a promotional video about 4-H—general information, famous 4-H alums, your experience, etc. If possible, share it via social media.

☐ Using the device and software of your choosing, record a demonstration video. Keep your audience in mind as you introduce your topic, show supplies, and show the step-by-step directions.

☐ Take your video creation to the next level by watching 12 Simple Tips to Make Your Videos Look More Professional at **youtu.be/ C2jTkNG_KtU**. Create a short video implementing some of the tips. If possible, share it via social media.

☐ Learn about video editing and software options at **commonsense.org/education/ lists/websites-and-apps-for-making-videos-and-animation**. Apply what you learn by editing one of your existing videos. Share the before and after versions with your project helper.

Digital Audio and Music

☐ Using a music creation app of your choice, record a short podcast commercial for 4-H. What do you love about 4-H? Why would someone want to join 4-H?

☐ Make a list of apps for creating digital music. Apple's GarageBand is one that can be used to create digital music on an iPad or iPhone.

☐ Using the device and software of your choosing, record yourself singing. Explore you're your software by manipulating the recording. Can you slow it down or speed it up? Loop it? Add sounds?

☐ How can a combination of recordings, music, and sounds tell a story? Create a digital story using all three aspects of audio media to create a short story. Share it with your club.

☐ Rap your favorite poem using the device and software of your choosing. Select a drummer background and add it in a new track. Rap and share it!

☐ Using a device and software of your choosing, create a song, Upload your song to Sound cloud, Splice, Bandcamp, or another cloud service for musicians.

Digital Art

☐ Digital art includes many different things. Write your own definition of digital art using information that you gather from searching the topic on the internet.

☐ Research two digital artists. How does the artist create? What is unique about the artwork? What do you like or not like about it?

☐ Visit an art museum and find examples of digital art. If allowed, take pictures of the art and create a digital collage of different types.

☐ Using a sketch app such as Tayasui Sketches School, create an emoji that describes how you are feeling at this moment. Experiment with the different tools in the sketch app.

☐ What is your brand? Create a graphic logo for you. You can sketch a logo in a sketch app or create one using an app such as Keynote or PowerPoint. In Keynote or PowerPoint, use shapes, text, and drawing to create your logo.

☐ With your project helper explore a museum website such as the Art Institute of Chicago (**artic.edu**). Look at

different pieces of art. Choose one you like and recreate it using a sketch app.

☐ Using the camera on your phone or tablet, take a picture of an object. Use the editing tools to trace the picture and fill I the outline you create. Try adding the picture to a slide in Keynote or PowerPoint. Complete the same process and then delete the picture to see your artwork. Try a more complicated picture.

☐ Unleash your creativity. Try three different activities at **toytheater.com/category/create/art**.

☐ Create a digital art piece that could be used on the cover of a 4-H thank-you card, a page in a calendar telling about 4-H. or as a promotional handout.

Digital Publishing

☐ Create a digital newsletter for your 4-H club. Consult with your 4-H advisor to find out what information should be included. Share the newsletter with your 4-H club.

☐ Interview a local newspaper editor. Find out how they are balancing digital and print media to continue to publish the news.

☐ Tell your story for future generations. Using an app such as Keynote, PowerPoint, or other presentation software create the story of you. Write about your family, your hobbies, and fun stories

of growing up. Use photos or illustrations to help tell the story.

☐ Do you have story you want to tell? With the help of your project helper, use an app such as StoryJumper to write and publish your creative writing.

☐ Have an idea for an app? You can storyboard your app with the App Design Journal, available at **go.osu.edu/4happdesign**.

RESOURCES

Apple's Everyone Can Create series includes music, video, photos, and drawing. See the collection on your iBooks app.

Creativity for Kids provides plenty of ideas for youth and families at **education-static.apple.com/creativity-for-kids/index.html**. Even more activities are here: **education-static.apple.com/creativity-for-kids/more-activities.pdf**.

Take a short course on video production with this step-by-step guide from the Kennedy Center: **kennedy-center.org/education/resources-for-educators/classroom-resources/articles-and-how-tos/how-tos/production-101/**.

Ohio 4-H Clovers CODE—Creating Opportunities Designed for Everyone—program provides iPads donated by Apple to over 50 counties. Your county may have an iPad for you to borrow for

your digital media project. If your county does not have devices, you can borrow an iPad or MacBook from the state 4-H office by contacting **cloverscode@osu.edu**. You can also visit **u.osu.edu/cloverscode**.

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