

Digital Communication



Digital Literacy

Definition: The ability to access, create, comprehend, analyze, & reflect upon tools or information found online

- Digital Natives & Digital Immigrants
 - Digital Natives: Grew up with digital technology since birth
 - Digital Immigrants: Use to socializing without technology. They have learned how to use technology as it is being created.
- 5 Social Media Literacies
 - Attention
 - Participation
 - Collaboration
 - Network Awareness
 - Critical Consumption
- The concept of Civic Media

Prensky
Rheingold
Zucherman



Design

Information Design

- Merged from technical design & pedagogical theory of design
- Multimodal Discourse - Kress & Van Leeuwen
 - Concept
 - Expression
 - Production
 - Distribution
- The Impact of Video Games - James Paul Gee

- 3 Areas of Information Design
 - Physical - usability
 - Cognitive - understanding
 - Affective - emotive

Experience Design

- Shift to aesthetics created moved design from embellishment to commodity
- Simplicity in Design: Taking away the things which have no meaning and putting in place the ones that do have meaning
- Shedroff
 - Information
 - Data
 - Knowledge
 - Wisdom
- 3 Levels of Experiences
 - Behavioral
 - Visceral
 - Reflective
- Bolter & Gromala
 - Windows & Mirrors
 - Window
 - Goal: Information delivery
 - Metaphor: Interface as window
 - User Response: Look through interface
 - Mirror
 - Goal: Compelling experience
 - Metaphor: Interface as mirror
 - User Response: Look at interface

- Semiotic Domains
 - Internal Design Grammar is about the object
 - External Design Grammar is the story about the object



Digital Strategic Communication

Prescriptive vs Strategic

Important Theories to Consider

- Luhman's Communication Cycles
- Habermas' Public Sphere
- Examples of Strategic Thinkers on Digital Media
 - Brian Solis
 - Jeff Jarvis
 - Deirdre Breakenridge
- It is important to understand the why before learning the how