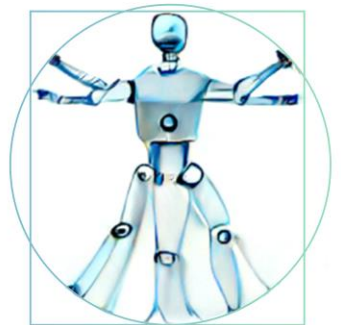


Digital Media, Society, and Culture

Introduction

Angus A.A. Mol
Walter Crist III



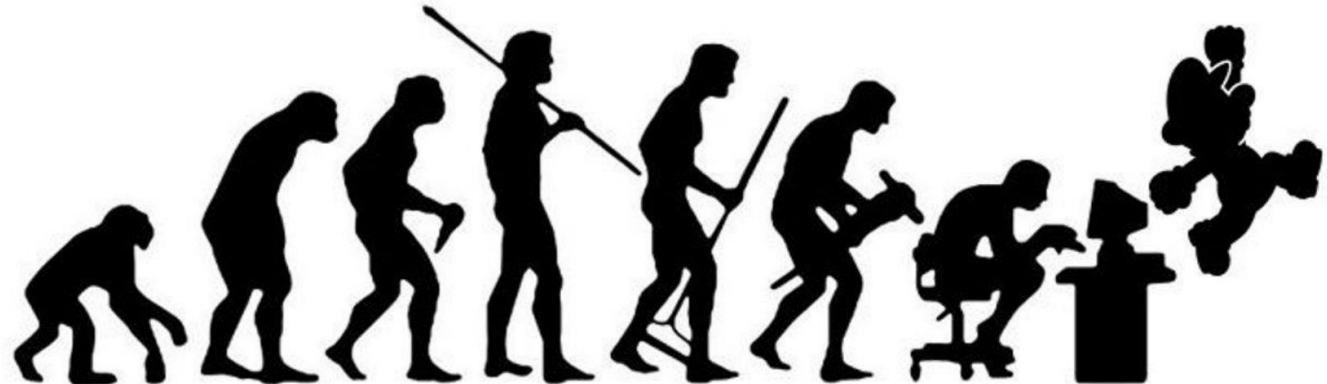
L U C D H

The Old Fish

Our background and approach to Digital Media:

The Digital as a Landscape

- Growing up across the digital divide
- Self-taught/Tinkering
- The Digital and its Historical Roots
 - Archaeology
 - Heritage
 - Historical (evolution)
- The Digital as Playful and Creative
 - Opinionated and undereducated, but also totally puzzled/fascinated
 - Play and Game Studies

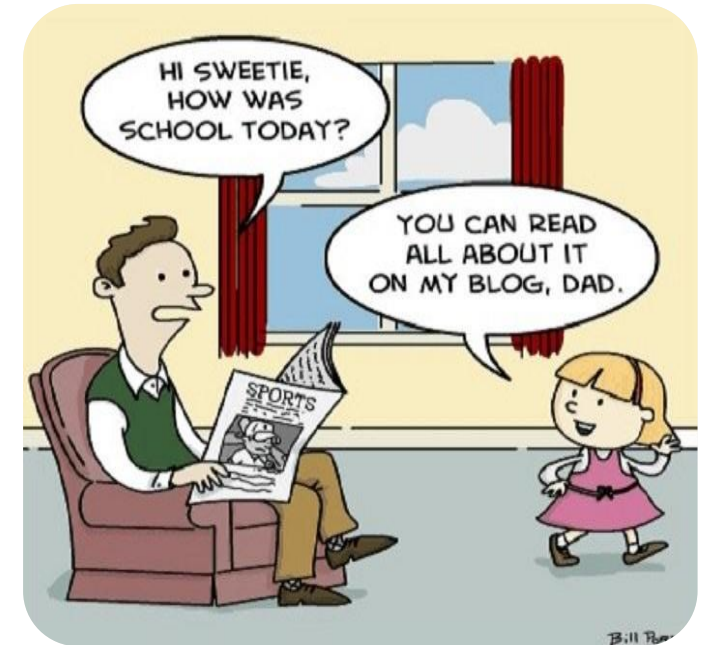


The Young Fish

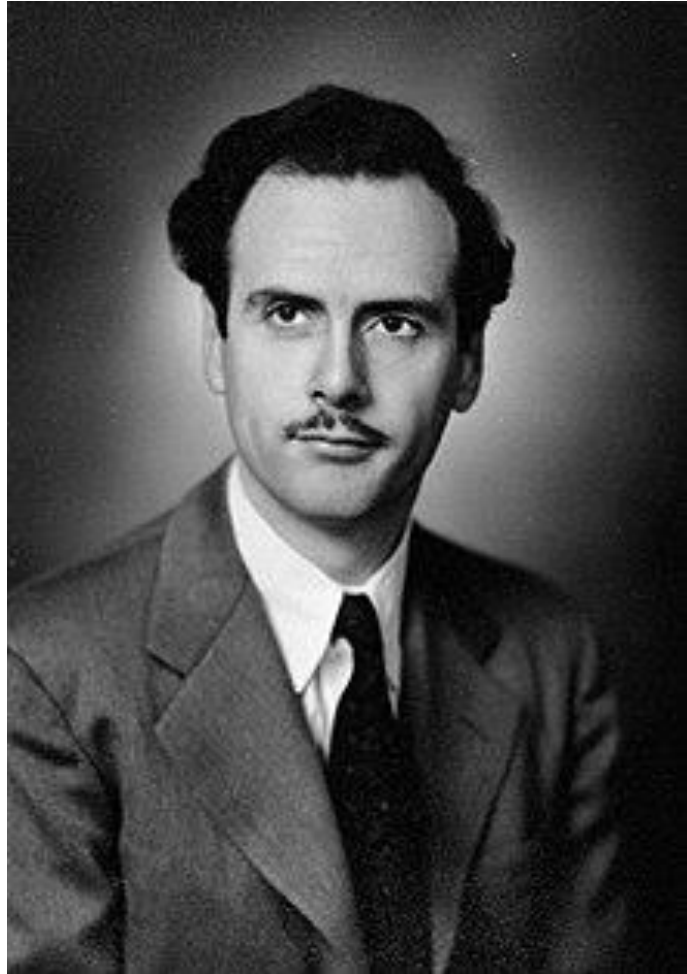
“Our students have changed radically. A really big discontinuity has taken place. One might even call it a ‘singularity’ – an event which changes things so fundamentally that there is absolutely no going back.

“What should we call these ‘new’ students of today? The most useful designation I have found for them is **Digital Natives**. Our students today are all “native speakers” of the digital language of computers, video games and the Internet.”

~ Marc Prensky, 2001,
[Digital Natives, Digital Immigrants](#)



For example: this cartoon was cool and funny, only a ‘short’ ten years ago.



The ~~Water~~ Medium is the Message

Marshall McLuhan
(1964, *Understanding Media*)

"Indeed, it is only too typical that the 'content' of any medium blinds us to the character of the medium"

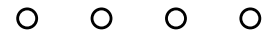
DMSC

DIGITAL MEDIA, SOCIETY, & CULTURE PROJECT

The Do's and
Don'ts of
Creating
Content



Introduction



j.m.vleghert@hum.leidenuniv.nl

- Goes through all your content
- Checks the status of your 'points'
- Will give you some feedback
(beginning of November)

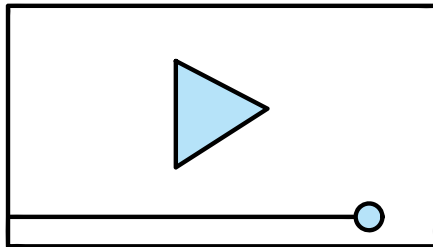


Your TA



Janessa Vleghert

In general



- Stay on topic:
create content that either refers to the course in some way and/or current digital media and technology
- Use the right register:
find a balance between formal/informal/academic by keeping your audience in mind
- Keep it Short and Simple, KISS
Principle:
also known as “Keep it simple, stupid” ツ;
don’t over do it
- If you have any questions:
see if you can find the answer on [the site](#)
or ask either Janessa, Walter or Angus
(preferably via TEAMS)

Blog Post

○ ○ ○ ○ (500-700 words) 1 point

- Use working hyperlinks
- If you can't link to something, check out the use of anchor links that link to references at the bottom of the post.
- Add multimedia (images and video)
- Use paragraphs and headers
- You can be creative with the formatting but keep it legible
- Add your group's category to your post (!)

More on Images

Watch out for copyright!

Don't forget to set a featured image

Even if not copyrighted, adding the sources of an images is the right thing to do

PODCAST OR OTHER AUDIO

○ ○ ○ ○

(10-15 min) 3 points

- Use a script (loose script)!
or tightly edit the audio to keep the contents concise
- Adding a fun intro/outro is appreciated, but keep it short and simple
- Have a look at the Knowledge Clips on [the site](#)

Please note:

The points
include editing

DO NOT exceed
the max
minutes.

Video

(2-5 min) 4 points



- Plan out the video to make sure it has a narrative (use a script)
 - Adding a fun intro/outro is appreciated, but keep it short and simple
- Have a look at the Knowledge Clips on [the site](#)

Please note:

The points
include editing

DO NOT exceed
the max
minutes.

DMSC

Logistics



Group names

- 13:15 Digital Dynamos (101)
- 14:15 Media Maestros (102)
- 16:15 Virtual Visionaries (104)
- 17:15 General lecture

- Register now!
- First blog needs to be online next Monday at noon (12.00)
- Important:
add your group as a Category to every blog post (otherwise, it won't be found by Janessa)

First blog inspiration cue:
A Day in the Digital