Digital Communications Blog

Mr. Cooks Classroom Blog. This will serve as an online journal for our Digital Communications class. Post your responses in a converstational manner reflecting on our class content.

1. Coding Terminology

Define the following terms in regards to coding:

Coding:

Function:

Loop:

Event(s):

If Command:

Sprite:

Frames:

Properties:

Set Block:

posted 12/5/2018 10:00 AM | comment | view comments (0)

2. What makes a great logo design?

List & explain the five elements that you can find in well recognizable and successful logo designs.

http://www.logocritiques.com/resources/what_makes_a_great_logo_design/

posted 4/13/2017 12:58 PM | comment | view comments (0)

3. Color Psychology in Logo Design

It's important for designers to use color appropriately and understand the meaning behind the colors. Utilize the following link to explain the color characteristics of the following colors in our North American Society: Red, Pink, Orange, Yellow, Green, Blue, Purple, Brown, Black, White.

http://www.logocritiques.com/resources/color_psychology_in_logo_design/

Give an example of how colors symbolize different meanings in different countries.

http://www.huffingtonpost.com/smartertravel/what-colors-mean-in-other_b_9078674.html

posted 4/13/2017 12:19 PM | comment | view comments (0)

4. Are pen pals, and class reunions obsolete?

The world has gotten much smaller as technology has allowed us to reach out and instantly "touch" each other across continents. How has technology impacted traditional practices such as class reunions, pen pals.. What was the Parker Pen Pavilion?

My Image File

posted 4/12/2017 9:58 AM | comment | view comments (0)

5. Is social media making blogging obsolete?

Is blogging dead? Provides evidence to support your claim. Reference links within this online article to support your stance. List ways bloggers can adapt to a changing environment to stay relevant.

https://problogger.com/is-blogging-dead-how-blogs-are-changing-and-how-you-can-stay-on-top/

posted 4/12/2017 8:57 AM | comment | view comments (0)

6. GoAnimate.com vs. PowToon

Which cloud based animated presentation program do you prefer and why? Compare and contrast the following two programs.

PowToon.com vs. GoAnimate.com

Image result for PowToon logoImage result for GoAnimate.com logo

7. Dr. Seuss, Oh the Places You'll Go

Write a short essay on how the highlighted excerpt below relates to what we are currently learning in our Teen Internet Safety Unit.

oh, the Places You'll Go!

By Dr. Seuss

Congratulations!

Today is your day.

You're off to Great Places!

You're off and away!

You have brains in your head.

You have feet in your shoes.

You can steer yourself

any direction you choose.

You're on your own. And you know what you know.

And YOU are the guy who'll decide where to go.

You'll look up and down streets. Look 'em over with care.

About some you will say, "I don't choose to go there."

With your head full of brains and your shoes full of feet,

you're too smart to go down any not-so-good street.

And you may not find any

you'll want to go down.

In that case, of course,

you'll head straight out of town.

It's opener there

in the wide open air.

Out there things can happen

and frequently do

to people as brainy

and footsy as you.

And when things start to happen,

don't worry. Don't stew.

Just go right along.

You'll start happening too.

OH! THE PLACES YOU'LL GO!

You'll be on your way up!

You'll be seeing great sights!

You'll join the high fliers

who soar to high heights.

You won't lag behind, because you'll have the speed.

You'll pass the whole gang and you'll soon take the lead.

Wherever you fly, you'll be best of the best

Wherever you go, you will top all the rest.

Except when you don't.

Because, sometimes, you won't.

I'm sorry to say so

but, sadly, it's true

that Bang-ups

and Hang-ups

can happen to you.

You can get all hung up

in a prickle-ly perch.

And your gang will fly on.

You'll be left in a Lurch.

You'll come down from the Lurch

with an unpleasant bump.

And the chances are, then,

that you'll be in a Slump.

And when you're in a Slump,

you're not in for much fun.

Un-slumping yourself

is not easily done.

You will come to a place where the streets are not marked.

Some windows are lighted. But mostly they're darked.

A place you could sprain both your elbow and chin!

Do you dare to stay out? Do you dare to go in?

How much can you lose? How much can you win?

and IF you go in, should you turn left or right…

or right- and-three-quarters? Or, maybe, not quite?

Or go around back and sneak in from behind?

Simple it's not, I'm afraid you will find,

for a mind-maker-upper to make up his mind.

You can get so confused

that you'll start in to race

down long wiggled roads at a break-necking pace

and grind on for miles across weirdish wild space,

headed, I fear, toward a most useless place.

The Waiting Place…

…for people just waiting.

Waiting for a train to go

or a bus to come, or a plane to go

or the mail to come or the rain to go

or the phone to ring, or the snow to snow

or waiting around for a Yes or No

or waiting for their hair to grow.

Everyone is just waiting.

Waiting for the fish to bite

or waiting for wind to fly a kite

or waiting around for Friday night

or waiting, perhaps, for their Uncle Jake

or a pot to boil, or a Better Break

or a string of pearls, or a pair of pants

or a wig with curls, or Another Chance.

Everyone is just waiting.

NO!

That's not for you!

Somehow you'll escape

all that waiting and staying.

You'll find the bright places

where the Boom Bands are playing.

With banner flip-flapping,

once more you'll ride high!

Ready for anything under the sky.

Ready because you're that kind of a guy!

Oh, the places you'll go! There is fun to be done!

There are points to be scored. There are games to be won.

And the magical things you can do with that ball

will make you the winning-est winner of all.

Fame! You'll be famous as famous can be,

with the whole wide world watching you win on TV.

Except when they don't.

Because, sometimes, they won't.

I'm afraid that some times

you'll play lonely games too.

Games you can't win

'cause you'll play against you.

All Alone!

Whether you like it or not,

Alone will be something

you'll be quite a lot.

And when you're alone, there's a very good chance

you'll meet things that scare you right out of your pants.

There are some, down the road between hither and yon,

that can scare you so much you won't want to go on.

But on you will go

though the weather be foul.

On you will go

though your enemies prowl.

On you will go

though the Hakken-Kraks howl.

Onward up many

a frightening creek,

though your arms may get sore

and your sneakers may leak.

On and on you will hike.

And I know you'll hike far

and face up to your problems

whatever they are.

You'll get mixed up, of course,

as you already know.

You'll get mixed up

with many strange birds as you go.

So be sure when you step.

Step with care and great tact

and remember that Life's

a Great Balancing Act.

Just never forget to be dexterous and deft.

And never mix up your right foot with your left.

And will you succeed?

Yes! You will, indeed!

(98 and ¾ percent guaranteed.)

KID, YOU'LL MOVE MOUNTAINS!

So…

be your name Buxbaum or Bixby or Bray

or Mordecai Ali Van Allen O'Shea,

you're off to Great Places!

Today is your day!

Your mountain is waiting.

So…get on your way!)

posted 12/9/2016 2:12 PM | comment | view comments (0)

8. Creating Mobile Apps

What are some of the key ingridients of a successful mobile app?

What is an App that you have recently discovered that is fun and interesting? Explain.

9. Game On

Discuss the evolution of the Video Game industry.

Video Game Designers had success by incorporating what different things into their games?

10. MAC or PC?

Did your personal preferences of a MAC or PC change at all after this lesson from what it was prior? Why or Why not?

Which computer platform do you prefer? MAC or PC. Why? If you like both for different purposes please specify.

What is one thing you learned today about the MAC? And how will you use it as a student going forward?

List a few features you prefer on iMovie on the MAC, compared to its equivalent on a PC Windows Movie Maker.

List a few features you prefer on iPhoto on the MAC, in comparrison to Photostory 3 for Windows.

posted 11/4/2013 2:28 PM | comment | view comments (14)

11. Pro Football Hall of Fame VFT

What are some ways that the Pro Football Hall of Fame uses its website and other technologies to promote the museum to a global audience?

What time of day is best to email out the e-Newsletter? Why. What time does desktop computer usage drop off? And what time do mobile & portable devices (ipads, tablets, smartphones) dramatically increase usage during the day?

How many online followers or "fans" does the Pro Football Hall of Fame currently have? (Facebook stats, Twitter stats, website stats).

Define the term "unique visitor" in relation to the Pro Football Hall of Fame website.

Describe Google Analytics and how it is used by the NFL Hall of Fame.

What did Peter Fierle the Manager of Digital Media & Communications for the Pro Football Hall of Fame mean by trying to make their website more "Sticky."

What strategies does Pete Fierle use to keep current with all the new trends in his profession being the Digital Media Manager for the NFL Hall of Fame?

List some benefits of using Social Media Content Marketing? How could their organization benefit financially from having more data of high volume of online visitors or social networking fans?

What companies sponsor the Pro Football Hall of Fame? Who currently sponsors a Fans Choice poll campaign, or a game challenge.

Smart Phones tend to show a 1 page view then leave the website. What is the Pro Football Hall of Fame IT staff working on to unviel to try to keep mobile smart phone visitors to multiple page views?

What if any differences are there between the mobile platform website in relation to the traditional desktop computer website?

How much money would it cost to create an App for the NFL Hall of Fame and its website? How has the Hall of Fame staff looked to offset this large investment?

What is the established demographic (age, gender, income) of online fans of the Pro Football Hall of Fame?

How many fans does facebook boast worldwide?

How many followers does the NFL Twitter account have to date?

Where is it predicted that 5 years from now a majority of e-Commerce retail will be conducted rather than from a businesses website?

Give a job description for a Social/ Digital Media Manager. List a few major job tasks.

Trivia: What was the date of the 1st professional football game?

posted 11/30/2010 1:51 PM | comment | view comments (0)

12. Video Podcasts

#1)What are the advantages of advertising through a Video Podcast rather than a   live TV Commercial?

#2) What are some pros & cons of audio podcasts compared to video podcasts?

#3) What content or topic would you prefer to use a video podcast?

#4) What is a shortened/abbreviated term for video podcast?

#5) What view must you be in to add narration in WMM (Storyboard view, or Timeline view)?

#6) Define the term slogan?

#7) Give an example of a recent advertisement you recall? What was it advertising? Did it encourage you to purchase the product? What was the impression this Ad gave you?

13. Cyber Series Video

CyberSafety:

What information should you never post on the Internet?

Describe the term Virtual Footprints.

What is a privacy setting? And how is it used on a social networking website?

List a few places you should your report suspicous behaviors online?

Cyber Security:

Early years of the Internet it was a major concern of teenagers accessing inappropriate information. Now days the concern has surrounded teenagers ablility to easily publish their own content on the Internet. What are some avenues of sharing personal content on the Internet?

Define & also give an example of the following terms:

Hacking:

Malware:

Spyware:

Freeware:

Adware:

What are some necessary precautions that you should have installed & up to date?

Define Phishing. Give an example of a phishing scam. Where should you report a phishing scam you are sent?

What precautions should users take to limit Identity Theft?

Cyber Ethics:

How are digital deception & academic dishonesty interrelated?

List some Cyber Ethic hot topics discussed in the video?

Explain how might your behavior on the Internet now (present day), affect you in the future?

"Think before you Click"

posted 3/11/2010 12:21 PM | comment | view comments (30)

14. Does Technology Reduce Social Isolation?

Use the following link to read the article. Next, answer the following questions.

http://bits.blogs.nytimes.com/2009/11/05/does-technology-reduce-social-isolation/?ref=technology

1) Is the average size of Americans social circle smaller or larger than 20 years ago?

2) Based on a recent study, what is happening to the social lives of people who regularly use digital technologies?

3) What is the trend regarding circles of close friends for mobile phone users? What about people who share online photos or instant messages?

4) What is happening to the diversity of American's social networks?

5) What did the study find regarding the preferences of face-to-face communication?

6) How have new technologies impacted your social life?

7) In your opinion, what are a few pros and cons on your social life if you use Twitter, Facebook, Instant Messaging, and Text Messages extensively?

posted 11/8/2009 9:40 PM | comment | view comments (0)

15. Microsoft Excel

What uses does Microsoft Excel have in the business world?

What are some instances that you will use Microsoft Excel in your future?

What are a few occupations that would use Microsoft Excel?

What is necessary to begin a formula in Microsoft Excel?

What is a benefit of a graph/chart in Microsoft Excel?

posted 11/8/2009 8:08 PM | comment | view comments (2)

16. Why Email No Longer Rules

What services are taking the place of email?

What is Google Wave?

In 2009, have more people used email or other social-networking sites?

Explain the uses of Twitter.

What are some of the negative aspects of these new social-networking sites?

Explain the term "tagging."

What have email services such as Yahoo and Google done to compete with facebook?

In your opinion, will email still be useful in 15-20 years?

posted 10/27/2009 1:52 PM | comment | view comments (3)

17. PowerPoint vs. Photostory

Explain some of the pros, cons, similarities, and differences between Microsoft PowerPoint and Microsoft Photostory.

posted 10/27/2009 1:01 PM | comment | view comments (11)

18. Digiteen Responsibility

Explain the phrase "there is no changing your mind in cyberspace once you press send." Nothing is truely anonomoys.

What is "Sexting"?

What are the consequences of "Sexting"?

What is the age you are considered an adult as far as the law is concerned?

What is the age of consent?

What is the golden rule suggestion Deputy Lehman suggested to think about before sending a text/photo message to someone else?

What would you be charged with if you sent a sexually explicit or suggestive photo to another person?

What % of teens have sent some sort of innappropriate messages to another person online or via text/photo messaging?

What do you think should be done to make teens more responsible when connecting with peers?

posted 5/27/2009 9:51 AM | comment | view comments (5)

19. Conflicker

What was another name for Conflicker?

Where did this originate?

Explain in depth what Conflicker was & how it worked.

What was Y2K? Explain.

posted 4/8/2009 8:59 AM | comment | view comments (0)

20. Website

How has the Internet changed business? Give some examples.

posted 2/5/2009 7:04 AM | comment | view comments (0)

21. E-Commerce

What does the "E" of E-Commerce stand for? What are the 7 C's of E-Commerce?

posted 2/5/2009 7:03 AM | comment | view comments (0)

22. NASA Technology

How has NASA benefited from informatics/technology? Give examples from the virtual field trip.

Define Disruptive Innovation:

Give 2 examples of Disruptive Innovation.

Define the term Firewall. Describe how a firewall works.

Can a computer be smarter than a human?

How many versions of MP4 are available?

Trivia: What is faster? Hypersonic or Supersonic speeds.

posted 1/21/2009 1:44 PM | comment | view comments (2)

23. Subliminal Messaging

Explain how subliminal messages are possible on TV or at the movie theater. What is the number of frames per second in the United States?

posted 1/21/2009 1:23 PM | comment | view comments (0)

24. Youth Computer Study

How much time does the average person 9-21 yrs. old spend on the computer or Internet each day?

posted 1/21/2009 1:21 PM | comment | view comments (0)

25. History of NASA

What was the organization called before it turned into NASA? What did the acronoym stand for? Who was the founder of the program in 1908? What was the mission of this committee.

What are other focuses of NASA other than space travel & exploration? List some other concentration areas from the video conference.

posted 1/21/2009 1:19 PM | comment | view comments (0)

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26. CODEC

What does CODEC stand for? What does CODEC mean? Give an example.

posted 1/21/2009 1:15 PM | comment | view comments (0)

27. Video Conference

What event made video conferencing so poplular? What are the advantages business & organizations reap from this technology?

posted 1/21/2009 1:14 PM | comment | view comments (0)

28. Informatics?

What is informatics? Why do you think this new college major is such a hit with students & employers?

posted 1/6/2009 10:03 AM | comment | view comments (3)

29. NIKE SWEAT

Post your thoughts to the NIKE SWEAT video. NIKE Sweatshops in Indonesia work conditions, pay wage, ETC..

posted 12/27/2008 10:22 AM | comment | view comments (0)

30. Poetry Week

Post your favorite poem by an author. Or a poem you have written.

posted 12/1/2008 10:22 AM | comment | view comments (1)

31. Favorite Podcast Category Poll

Rank your favorite to least favorite types of Podcast Categories. Educational Technology Comedy Soundseeing/ Soundscape Sports Music

posted 11/27/2008 10:22 AM | comment | view comments (0)

32. Virtual Field Trip (NASA Langley)

Post your thoughts on our Virtual Field Trip to NASA Langley.

posted 11/25/2008 10:23 AM | comment | view comments (0)

33. Blog vs. Wiki

Explain the major differences between a Blog and a Wiki.

posted 11/1/2008 10:23 AM | comment | view comments (2)

34. Podcast

Define the term podcast in your own words. How does a podcast differ from a webcast or streaming live video?

posted 10/28/2008 1:30 PM | comment | view comments (1)

35. History of the Internet

Explain the history of the Internet. How did it start? What was it called before the Internet?What country challenged the US to improve its technology at this time? Who was the president of the United States that formed a research agency? What was the agency called? Give a timeline of when it was used, where, and by by whom. List any other interesting information.

posted 10/28/2008 1:27 PM | comment | view comments (0)

36. MP3 File Format

What does MP# stand for? What is an MP3 format? What are the advantages of using a compressed MP3 format?

posted 10/28/2008 1:21 PM | comment | view comments (0)

37. Virtual Field Trip (Baseball Hall of Fame)

Post your reflection on our Virtual Field Trip to the Natinoal Baseball Hall of Fame Museum in Cooperstown, NY. Please reference at least 1 piece of information that you learned during the interactive video conference with Ms. Julie Wilson.

posted 10/27/2008 2:09 PM | comment | view comments (0)

38. Museums Take The Digital Leap

Explain how more and more museums are starting to incorporate podcating technologies into their programs. What happened involving student visitors using portable digital voice recorders in 2005 at the (MOMA) Museum of Modern Art that was not sanctioned by museum officials.

List advantages of podcasting in museums.

List disadvantages or drawbacks of podcasting in museums.

Explain what a cell phone tour is?

posted 10/9/2008 2:11 PM | comment | view comments (1)

39. Radio vs. Podcasting

Will Podcasting kill Radio?

posted 10/1/2008 2:11 PM | comment | view comments (1)

40. Email Ettiquette

List some tips to consider when using email from the Email Ettiquette video.

posted 9/29/2008 2:00 PM | comment | view comments (0)

41. Growing Up On-Line

Just how radically is the Internet transforming the experience of childhood? Post your thoughts from the Growing Up On-Line PBS streaming video.

posted 9/29/2008 1:20 PM | comment | view comments (14)

42. Moore's Law

What is Moore's Law? And how does it relate to our Digital Communications class.

posted 9/25/2008 9:54 AM | comment | view comments (0)

43. Photostory3 vs. PowerPoint

Microsoft Photostory3 vs. Microsoft PowerPoint. Which of these powerful presentation softwares do you prefer? Explain why? Does it matter the subject matter or goal of your presentation in your decision to choose one program or the other?

posted 9/10/2008 10:24 AM | comment | view comments (5)

44. WAV vs MP3 Audio Format

Post responses comparing WAV vs. MP3 Audio Format when podcasting in relation to size, quality,ETC..

posted 8/27/2008 1:35 PM | comment | view comments (0)