

Digital Platforms Lecture Notes

Week 1 Lecture 5/3/14

Lecture Topic: Introduction to the Course

Lecturer: Ming Cheung (Associate Professor in Media)

Major assessment piece will be one of personal innovation and will involve designing a digital platform.

In recent years the industry has seen a transformation from manufacturing to knowledge based service economies, where surface system and user experience innovations thrived. China's *Tencent* social media platform is an example. It seems as though we have become a media-driven, technology orientated economy worldwide.

The key course outcomes of this course include:

- Information
- Engagement
- Entertainment
- Visualise

Assessment Tasks:

1. Learning by Research 25% (In pairs and individually)*
2. Learning by Innovation 65% (in pairs, teams and individually)*
3. Attendance and Participation 10%

***These assessments must achieve a pass or you will fail the whole course and have to repeat it next year.**

Course Topics:

- Digital Photography (3 lectures)
- Graphic Design (2 lectures)
- Service Innovation B2B (1 lecture)
- Service Innovation C2C (1 lecture)
- Service Innovation O2O (1 lecture)

There will be two consultations in regards to your designed digital platform in weeks 8 and 9.

Weeks 7 & 11: No lecture or workshop

Week 2 Lecture 12/3/14
Lecture Topic: Digital Photography 1

Lecturer: Ming Cheung

Focus of Lecture:

1. Light and Subject
2. Qualities of Light
3. Working with Light

1. Light and Subject

- Illumination of subject
- Change perception of the subject matter
- Reveal of hidden form, three dimensional and texture of the subject
- Develop sensitivity to light's qualities
- Light sources vary in intensity, harshness and colour
- Light can be diffused, reflected, blocked and filtered
- Additional light sources add more complexity
- The eyes have a much larger range of sensitivity than a sensor

2. Qualities of Light

- Direction of light – relative orientation of the subject, camera and light
- Shadows – caused by the direction of light and used to create drama
- Specular highlights – surface reflective, on smooth surfaces
- Diffuse highlights – softness, gentleness
- Direct sun in clear sky = specular highlights
- Overcast sky = diffuse highlights

3. Working with Light

- 'Chance Moment' – when the light and subject interact in a beautiful and visually pleasing way
- Fill light, bounce light
- Modify, add or eliminate light

Week 3 Lecture 19/3/14
Lecture Topic: Digital Photography 2

Lecturer: Ming Cheung

Lecture Topics

1. Framing
2. Composition
3. Visual Structure

1. *Framing*

- The **edges of an image** are called the frame
- **Framing the image** – creating different **visual structure**
- Different ratio of width to length – **aspect ratio**
- Square more stable and **self-contained**
- Rectangle more readily **extend beyond themselves visually**
- **Vertical and horizontal framing**
- Photographer **makes choices** about what is to be included in the frame
- Some shape and forms are inevitable **cut by the frame**
- **Filling the frame** – frame s subject of central interest

2. *Composition*

- **Rule of thirds** – centre of interest should fall at points that are the **intersections** of lines
- **Horizontal placement** – placing the horizontal line at one of the **horizontal dividing lines** may give more **visual interest** than centring it
- **Forced visual relationship** – negative images which are **unnaturally forced together**, you must learn to **eliminate** such relationships by moving the camera, subject and light source to achieve a **harmonic balance**

3. *Visual Structure*

- **Subject emphasis** – **Central placement, leading lines** and **filling the frame** used to emphasize particular objects or areas of an image
- **Central placement effect** – leading lines can be **real line** or **implied lines** which lead the viewer's eyes to certain objects or areas
- **Clarity** – achieved through simplicity i.e. **minimal** number of visual elements
- **Complexity** – visual complexity is the opposite, achieved through **numerous** visual elements competing for attention
- **Balance** – **visual importance** and **weight** of various elements within an image are **equally distributed**
- **Weight** – **tone, shape, size, psychological importance** and **placement in frame**

4. *Unity*

- **Coherence** of all the visual elements – feeling that they belong together