

Unit R050: IT in the digital world. Topic Area 5: Digital communications

Types of Digital Communications

Audio Collaboration tools Leaflet Infographics
 Newsletters Presentations Reports Social Media
 Video Voice over Internet Protocol (VoIP) Websites

Desktop Publishing Software

Can be used to create documents including newsletters, infographics and leaflets

- What you see is what you get (WYSIWYG)
- Features of DTP:
 - templates,
 - frames
 - drag and drop

Word processing software

Can be used to create newsletters, infographics, leaflets, letters including mail merge & reports

Used to create, edit, save and print documents
Input text by keyboard, import from text files, microphone
Tools allow you to:

- Format text, copy, move and delete, change font size bold and underline
- Spelling and grammar check
- Mail merge link to spreadsheet or database
- Embed images or photographs

Spreadsheet software

Can be used to for calculations and modeling

- Formulas and functions used to manipulate data
- Data can presented in a chart to provide visual representation
- Formatting tools allow user to edit cells (bold, font size, type, background and border)

Database software

Can be used to create elements to be used in other digital communications

Mail merge document when linked to word-processing software

- A database can be one table or multiple tables (relational database)
- Databases are made up records
- A record is a collection of fields where each field holds one item of data about an object.
- Records and fields can be stored and displayed in tables.
- Primary key holds the unique data
- Table receiving the link is known as foreign key

Presentation Software

Can be is used to create slideshows to present data to an audience

- Each slide can include: text, images, hyperlinks, sound, video and animation
- Each slide can be set on automatic or manual transition

Collaboration Software

Can be used for recording meetings, sharing screens and sharing documents

Used to make teamwork more productive using the cloud

Features: video calling, document and screen sharing. Chat facility can be used during video calling to post comments and questions. Meetings can be recorded.

Document sharing on the cloud can be acceded by more than 1 person at a time
Real-time editing and collaboration
Read only or editing rights
Usernames and passwords may be required for security

Unit R050: IT in the digital world. Topic Area 5: Digital communications continued

5.3 Digital communication needs digital device examples:

- Smartphone, tablets and laptop
- Smart tv's
- PC's
- Smartboards

Characteristics of mobile devices:

- Battery power for several hours
- On-screen or physical keyboard
- Cellular or wi-fi access
- Touch screen
- Portable size – easier to carry
- Virtual assistant e.g. Alexa Siri
- Download and store data and information e.g. apps, photographs, books and music

Smart TVs features

- Internet using wi-fi or cable
- Built-in apps (Netflix, YouTube, etc.)
- Voice control
- Streaming services
- Smart home integration
- Personalized recommendations
- On-demand content
- Built-in microphone and camera
- Large touch screens for display and control.
- Play games, check social media

Smartboards

2 different types

- Projected
- Television style

- **Projected smartboard** Displays images from a computer screen onto the smartboard using a digital projector.
- User can interact with the display using a stylus pen or by touching the screen directly.
- Interactive elements, such as touch input and digital writing, are possible with a projected smartboard.

Television style smartboards

Smartboards are like a smart TV:

- Connected to internet
- Interact using stylus or eraser
- Access apps and software
- Personalised app display per user

Desktop Pc's are not normally portable.

Tasks include office applications to create, edit digital communications and using the internet

Distribution channels

Different ways digital communications are distributed:

- Cloud
- Email
- Messaging
- Mobile apps
- Multimedia
- VoIP
- Websites
- Intranet/internet

Distribution Channel connectivity Each channel needs connectivity examples:

- 4G/5G
- Bluetooth
- Mobile Wi-Fi hotspot
- Wi-Fi
- Wired

4 Audience demographics to consider when selecting digital communication and distribution channel

Accessibility, age, gender and location

Accessibility of information needs to be considered:

Must be accessible for target audience in a no of ways (a report, infographic etc.).

- Every person using cloud must have internet
- Stable internet required for large files
- Provide access for people with disabilities (large print, brail or aid of signer to interpret spoken words to sign language)

Age is factor to consider:

- Age group examples [6-12], [13-18] [40+]
- An after school club presented in infographic rather than report

Gender: some colours are associated more with men than women or gender neutral. Other identities transgender and non binary, gender neutral language

Location: can have an impact on information presented

e.g. reports to internal staff

- Presentation to external clients
- National or local
- If presentation has lost of content – consider location 4G/5G