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Media and Information Literacy

Quarter 4 – Module 13:
Motion Information and Media

ALTERNATIVE DELIVERY MODE

ADM

Department of Education • Republic of the Philippines

Media and Information Literacy – Grade 12
Alternative Delivery Mode
Quarter 4 – Module 13: Motion Information and Media
First Edition, 2019

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Introductory Message

For the facilitator:

This module was collaboratively designed, developed, and reviewed by educators to guide you, the teacher or facilitator, in helping the learners meet the standards set by the Department of Education. This module primarily aims to help the learners understand the lessons in Media and Information Literacy based on the *Most Essential Learning Competencies* and see their relevance to real-life through a fun-filled learning experience. This module hopes to engage the learners in guided and independent self-learning activities at their own pace and time. Furthermore, this also aims to help learners acquire the necessary 21ˢᵗ-century skills while considering their needs and circumstances.

As a facilitator, you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their own learning. Furthermore, you are expected to encourage and assist the learners as they do the tasks included in the module.

For the learner:

Welcome to the Media and Information Literacy Grade 12 Alternative Delivery Mode (ADM) Module. This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the module while being an active learner.

Specifically, this module aims to help you acquire and apply knowledge about the different dimensions of motion information and media.

This module contains the following parts: a. *What I Need to Know* (Introduction and Learning Objectives), b. *What I Know* (Pretest), c. *What's In* (Review), d. *What's New* (Introductory activity), e. *What Is It* (Content Discussion), f. *What's More* (Enrichment Activities), g. *What I Have Learned* (Generalization), h. *What I Can Do* (Application), i. *Assessment* (Posttest), *Additional Activities, Answer Key*, and *References.*

To enjoy learning about the lesson, you must set aside all other tasks that will disturb you while answering the module. Use the module with care. Do not put unnecessary mark/s on any part of the module. Follow carefully all the contents and instructions indicated on every page of this module. Take note of the significant concepts you find in the lesson, which you may use for future references. Keep in mind to USE SEPARATE SHEETS OF PAPER in doing all the provided activities to meet all the lesson's objectives. If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your facilitator. After accomplishing all the activities, let your facilitator/guardian assess your answers. The success in accomplishing this module depends on your will and grit. Keep going and enjoy learning!

What I Need to Know

This module aims to help learners like you get well-acquainted with key concepts of media and information and use this knowledge to communicate using the technology in your hands. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the textbook you are now using.

After going through this module, you are expected to:

1. describe the different dimensions of motion information and media (MIL11/12MIM-IVef-15)
2. comprehend how motion information and media is/are formally and informally produced, organized, and disseminated (MIL11/12MIM-IVef-16)
3. evaluate the reliability and validity of motion information and media and its/their sources using selection criteria (MIL11/12MIM-IVef-17)
4. produce and evaluate a creative motion-based presentation using design principle and elements (MIL11/12MIM-IVef-18)
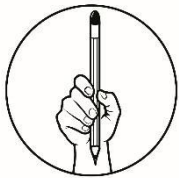
What I Know

Choose the letter of the best answer. Write the chosen letter on a separate sheet of paper.

1. Which of the following is frequently used to censor confidential information or sensitive content?
   - a. blurring
   - b. cartooning
   - c. squashing
   - d. timing

2. What visual media provides the presence of spatial movement of texts and images?
   - a. audio media
   - b. motion media
   - c. text media
   - d. visual media

3. What do you call the sequence of graphics or images, normally with certain directions and dialogue, which represents the shots planned for a commercial, film, or television show?
   - a. animation
   - b. cartooning
   - c. rendering
   - d. story board

4. Which of the following is utilized to shift between scenes?
    a. direction
    c. timing
    b. speed
    d. transition
5. What type of timing is psychologically experienced or felt?
    a. objective timing
    c. subjective timing
    b. right timing
    d. wrong timing
6. What do you call the telecommunication system that transmits and receives visual images and sounds that are reproduced on screens?
    a. film
    c. mobile phone
    b. internet
    d. television
7. Which of the following refers to the size of an object in relation to another object?
    a. area
    c. scale
    b. mass
    d. volume
8. What type of timing can be measured in seconds, minutes, hours, days, etc.?
    a. objective timing
    c. subjective timing
    b. right timing
    d. wrong timing
9. Which of the following refers to the spatial movement that a thing or an animated object will take?
    a. direction
    c. speed
    b. motion path
    d. timing
10. Which of the following indicates weariness, seriousness, or sorrow?
    a. fast movement
    c. slow movement
    b. intermediate movement
    d. super-fast movement
11. What do you call the act of displaying consecutively various frames per second?
    a. animation
    c. rendering
    b. cartooning
    d. story board
12. What discipline applies the principles of graphic design to filmmaking and video production through utilization of animation and visual effects?
    a. audio design
    c. text design
    b. motion design
    d. visual design
13. Which of the following refers to a building or room that contains collections of books, periodicals, and sometimes movies and recorded audio for people to read, borrow, or refer to?
    a. broadcast channel
    c. internet
    b. film and television studio
    d. library
14. What do you call a series of moving graphics or images, with accompanying recorded sound?
    a. film
    c. mobile phone
    b. internet
    d. television
15. Which of the following is a universal computer network that delivers a variety of information and communication facilities?
    a. film
    c. mobile phone
    b. internet
    d. television

Lesson 1
Motion Information and Media

Have you ever tried to make a flipbook? If yes, I can firmly say that you had an amazing childhood life. If not, it is alright. It is never too late to try. If you have no idea of what a flipbook is, it is a book with a series of graphics or images that differ from one page to another. It is one of the earliest forms of animation. However, though it is ancient in comparison to other motion-based media, the primary principles of a flipbook are still useful in producing commercials, films, television shows, or any motion-based media presentation. In this lesson, you will be learning everything about motion information and media and its importance.

Image courtesy of: https://commons.wikimedia.org/wiki/File:Flipbook.jpg
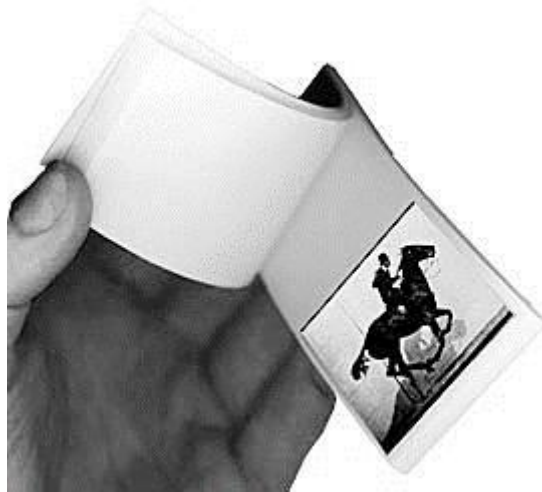
What's In

Modified True or False: Read each statement carefully and write *True* if the statement is correct but if it is false, *change the word or group of words in boldface* to make the whole statement true.

_____1.   **Mixing** denotes the control, balance, and combination of various sound elements.

_____2.   **Radio Broadcast** is a periodic series of digital audio or recording or video files that can be transferred from a website to a computer or media player for a user to listen to it.

_____3.   **USB Drive** is a small, flat flash drive utilized to save data such as audio files, videos, pictures, and texts for use on small, handy, or remote computing devices.

_____4.   **Silence** refers to the total absence of sound or noise.

_____5.   **WMA** is the Microsoft audio file format standard utilized to store digital audio data on personal computers.

_____6.   **Sound Clip** is a vocal or an instrumental sound that expresses ideas and emotions in significant forms by using the elements of rhythm, harmony, color, and melody.

_____7.   **Audio Podcast** is the sound, aside from music and dialogue, theatrically made to produce an effect in a play, movie, or other broadcast production.

_____8.   **M4A**, other than a coding format for consumer audio, is a means of sound sequence compression for the transference and repetition of music or sound on most digital audio players.

_____9.   **Compact Disc** is a plastic-fabricated, circular tool on which audio, video, and other digital data is recorded, stored, and repeated.

_____10. **Visual** is described as everything related to sound, especially when received, documented, transmitted, or duplicated.

What's New

Answer the following questions briefly.

❖ What are the three best movies that you have seen?
   _____
   _____
   _____

❖ What makes these movies memorable?
   _____
   _____
   _____

Each justification will be graded using the following rubric.

Score	Description
2 points	The justification covered little essential information required and one or two facts.
3 points	The justification covered some essential information required with a few citations and facts.
4 points	The justification covered all essential information required and facts.
5 points	The justification covered the topic extensively and comprehensively with a variety of resources.

What is It

Motion Information and Media

Motion, Motion Media, and Motion Information

There is no universally adopted definition for the term "*motion media.*" Nevertheless, the very idea relies on the definition of its first word, which is motion. **_Motion_** is described as the act or process of moving or being moved (Oxford University, n.d.). It is the action of constantly moving from one place to the next or changing position (HarperCollins, n.d.). Therefore, **_motion media_** can be defined as a media communication that provides the presence of spatial movement of texts and images. Practically, these are visual media. Aside from that, motion media are considered as collections of images and footages. These media are combined with other media, such as text and audio, to produce multimedia. **_Motion Information_**, otherwise, is the file or clip that is created using motion media. Occasionally, it is utilized as a support to the visual tracking of a certain thing or object.

In motion media, every graphic or image is a frame. Through **_rendering_**, or the act of displaying consecutively various frames per second, motion is produced. For one to have a smooth animation, one must have 24 frames or more per second. This series of frames or graphics follows a sequence to create a story or a message. This sequence is called a **_storyboard_**. It represents the shots planned for a commercial, film, or television show (Oxford University, n.d.).

Characteristics of Motion Media

Here are some *characteristics of motion media*:

❖ These transfer messages to many people
❖ These deliver the same message to the audience at once
❖ These represent messages that are typically indifferent and temporary
❖ These are multisensory
❖ These are formal, influential channels of communication
❖ These are contributors in behavior and attitude alteration
❖ These discuss some important issues, persons, organizations, or social movements

Production of Motion Media

Motion media can be produced in two ways: **Informal** and **Formal**. Informally produced motion media are created by people just for personal consumption. In contrast, formally produced motion media are made by professionals, such as film directors, who follow the standard of the industry when it comes to the refinement and creation of motion media. The formal production of motion media includes the succeeding steps:

❖ Generating of storyboard

- ❖ Scriptwriting and dialogue recording
- ❖ Sketching for animation; Acting and shooting for video
- ❖ Adding background music and background details
- ❖ Rendering

Formats of Motion Media

There are numerous widely accepted *formats of motion media*:

- ❖ ***Film*** – a series of moving graphics or images, with accompanying of a recorded sound
- ❖ ***Television*** – a telecommunication system for transmitting and receiving visual images and sounds that are reproduced on screens (Oxford University, n.d.)
- ❖ ***Interactive Video*** – a kind of digital video that involves the user's interaction and participation
- ❖ ***Others*** *(such as Internet and Mobile Phone)*

Sources of Motion Media

The following are some *sources of motion media*:

- ❖ ***Internet*** - a universal computer network that delivers a variety of information and communication facilities (Oxford University, n.d.)
- ❖ ***Film and Television Studios*** - a place where films, television shows, and broadcast productions are produced (HarperCollins, n.d.)
- ❖ ***Broadcast Channels*** - a terrestrial frequency or computer-generated number over which a broadcast station or broadcast network is disseminated
- ❖ ***Video Channels*** - an account on an online media sharing or streaming service from which one can create media content, such as videos, accessible to other people who are also using the service (Merriam-Webster, n.d.)
- ❖ ***Library*** - a building or room that contains collections of books, periodicals, and sometimes movies and recorded audio for people to read, borrow, or refer to (Oxford University, n.d.)

Basic Methods on Determining the Credibility of Motion Media

For us to know the trustworthiness of a motion-based media presentation, we must discuss the *basic methods on determining the credibility of motion media*:

- ❖ ***Validity of the information*** – we need to know if the information was peer-reviewed and provable
- ❖ ***Source*** – we need to identify the types of source used to generate the information; we also need to determine if the video was an actual footage of the event or a mere representation of the information learned about it
- ❖ ***Relationship of the author to the event*** – we need to learn if the author has first-hand knowledge about the event

- ❖ ***Technical methods of detecting tampered/fake video***:
  - o *Video smoothness*
  - o *Lighting coverage matches*

o *Scale and size consistent* - scale refers to the size of an object in relation to another object

Advantages of Motion Media

Here are some *advantages of motion media*:

❖ These provide better mastery of processes
❖ These display the procedures in detail and in sequence
❖ These allow for harmless observation
❖ These capture motion in a manner that can be viewed over and over
❖ These allow recreation of the scenes, history, events, and phenomena
❖ These contribute in molding personal and social attitudes
❖ These provide problem-solving skills for the viewers
❖ These promote cultural understanding and appreciation
❖ These establish harmony among the people with different cultural backgrounds

Limitations of Motion Media

If there are advantages of motion media, there are also limitations. Here are the several *limitations of motion media*:

❖ These cannot be interrupted by the viewers
❖ These are, at times, unsuitable for other topics that are presented best using stagnant pictures
❖ These are subject to misinterpretation, especially for younger audiences who lack maturity
❖ These are oftentimes more expensive than other forms of visual media

Elements and Principles of Motion Design

Motion is a vital part of any commercial, film, or television show. It is significant because the movement of the combination of texts and images or pictures delivers an effective message to the viewers. A well-crafted motion makes the audience appreciate any motion-based media presentation. This is the main reason why it is significant to know the elements and principles of motion design. ***Motion Design*** is a discipline that applies the principles of graphic design to filmmaking and video production through utilization of animation and visual effects. The following are the *elements of motion design* or the things that a person must work with to create a motion:

❖ ***Speed*** – highlights the tone of the movement; The two types are:
  o ***Fast Movement*** – provides alertness and escalating emotions
  o ***Slow Movement*** - indicates weariness, seriousness, or sorrow
❖ ***Direction*** – specifies a movement from one route to another; refer to the growth or shrinkage of an object or thing
❖ ***Motion Path*** - refers to the spatial movement that a thing or an animated object will take; displays the change in direction of a certain movement
❖ ***Timing*** – is used to explain or strengthen the message or the event; it has two kinds:
  o ***Objective Timing*** - can be measured in seconds, minutes, hours, days, etc.

o **_Subjective Timing_** - is psychologically experienced or felt

Aside from the objects that a person must work with in producing a certain motion, _principles of motion design_, or the motion techniques for merging the various elements or objects of motion design, should also be studied:

- ❖ Speed, direction, and timing should portray natural laws of physics.
- ❖ Timing influences recall.
- ❖ Transitions are utilized to shift between scenes.
- ❖ Sound and color enhance depth and purpose to a certain movement.
- ❖ Cartooning one's image and text offers dynamic movement. This can be easily done by the following movements: _stretching, rotating,_ and _squashing._
- ❖ Blurring can be used in several ways. In animation, blurring gives the illusion of fast movement. In videos, blurring is frequently used to censor confidential information or sensitive content.
- ❖
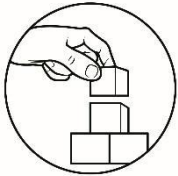
What's More

Activity 1.1

A. Think of an interesting topic. After that, produce a script and storyboard about your chosen topic.

- ❖ Script

_____
_____
_____

- ❖ Storyboard

_____	_____	_____	_____
_____	_____	_____	_____

The storyboard will be graded using the following rubric.

| Criteria	Expert (5)	Intermediate (4)	Novice (3)	Beginner (2)
Clarity of the Message	The central idea stood out, was entirely established, and was improved with details.	The central idea was clear and entirely established.	The central idea was evident. However, the message was with one or two obscure details.	The story had a theme, but the message was obscure and indefinite.
Relevance of the Message	The content was appropriate to the audience and purpose, has established connections, and has presented insights.	The content was appropriate to the audience and purpose and has established connections.	The content was relevant, but it was not appropriate to the audience and purpose. The content has also established some connections.	The content has not established any connections, making it difficult for the audience to understand.
Development of the Story	The attention to the details was evident from the beginning of the story to the end. Pacing and sequencing were smooth.	Pacing and sequencing were smooth, but there were parts of the story that lack details. One or two gaps were evident, but the story can still be followed.	One or two parts in the sequencing were obscure, but the story can still be followed. Several gaps were evident.	Little to no preparations were made, and the story cannot be followed.
Design	The motion design helped in communicating the message and boosted the audience's impact.	The motion design helped in communicating the message and made some audience's impact.	The motion design moderately helped in communicating the message and made some audience's impact.	The motion design was unsuitable and ineffective.

Activity 1.2

Choose one movie/cartoon/anime that you have not watched yet and assess it by using the elements and principles of motion design.

Elements and Principles of Motion Design	Your Description and Observation
1. Speed	
2. Direction	
3. Motion Path	
4. Timing	
5. Transition	
6. Sound and Color	
7. Blurring	

Each description/observation will be graded using the following rubric.

Score	Description
2 points	The description/observation covered little essential information required and one or two facts.
3 points	The description/observation covered some essential information required with a few citations and facts.
4 points	The description/observation covered all essential information required and facts.
5 points	The description/observation covered the topic extensively and comprehensively with a variety of resources.
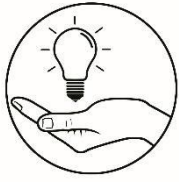
What I Have Learned
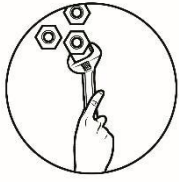
Answer the following questions briefly.

- ❖ What are the features that you must look at to determine the credibility of motion media?
  _____
  _____
  _____

- ❖ How would a learner like you benefit from the several motion information and media accessible on the Internet?
  _____
  _____
  _____

- ❖ What is the importance of motion media?
  _____
  _____
  _____

Each justification will be graded using the following rubric.

Score	Description
2 points	The justification covered little essential information required and one or two facts.
3 points	The justification covered some essential information required with a few citations and facts.
4 points	The justification covered all essential information required and facts.
5 points	The justification covered the topic extensively and comprehensively with a variety of resources.

What I Can Do

Think of an interesting topic. Produce an animation about your chosen topic by opening an animation maker on the Internet. You must utilize what you have learned from Motion Information and Media.

The animation will be graded using the following rubric.

| Criteria	Expert (5)	Intermediate (4)	Novice (3)	Beginner (2)
Clarity of the Message	The central idea stood out, was entirely established, and was improved with details.	The central idea was clear and entirely established.	The central idea was evident. However, the message was with one or two obscure details.	The story had a theme, but the message was obscure and indefinite.
Relevance of the Message	The content was appropriate to the audience and purpose, has established connections, and has presented insights.	The content was appropriate to the audience and purpose and has established connections.	The content was relevant, but it was not appropriate to the audience and purpose. The content has also established some connections.	The content has not established any connections, making it difficult for the audience to understand.
Development of the Story	The attention to the details was evident from the beginning of the story to the end. Pacing and sequencing were smooth.	Pacing and sequencing were smooth, but there were parts of the story that lack details. One or two gaps were evident, but the story can still be followed.	One or two parts in the sequencing were obscure, but the story can still be followed. Several gaps were evident.	Little to no preparations were made, and the story cannot be followed.
Design	The motion design helped in communicating the message and boosted the audience's impact.	The motion design helped in communicating the message and made some audience's impact.	The motion design moderately helped in communicating the message and made some audience's impact.	The motion design was unsuitable and ineffective.

Assessment

Choose the letter of the best answer. Write the chosen letter on a separate sheet of paper.

1. Mr. Ocampo was hired to create a commercial about a certain product. What should Mr. Ocampo do first?
    a. adding background music and background details
    b. generating the storyboard
    c. scriptwriting and dialogue recording
    d. rendering
2. Mrs. Cadiao, a film director, is filming a funeral scene. What type of speed is appropriate for this scenario?
    a. fast movement
    b. intermediate movement
    c. slow movement
    d. super-fast movement
3. Mr. Pili, an animator, wants to make an illusion of fast movement in his animation. Which of the following principles of motion design should Mr. Pili use?
    a. blurring
    b. cartooning
    c. squashing
    d. timing
4. Being an animator, Mr. Pili always hopes to have a smooth animation. How many frames does he need to, at least, achieve this?
    a. 18
    b. 19
    c. 21
    d. 24
5. Cartooning can be done by following the succeeding steps **EXCEPT** _____.
    a. rendering
    b. rotating
    c. squashing
    d. stretching

For items 6 to 15, choose the options below:

a. Blurring   f. Slow Movement
b. Motion Media   g. Storyboard
c. Motion Path   h. Subjective Timing
d. Objective Timing   i. Television
e. Scale   j. Transition

_____6.   It is frequently used to censor confidential information or sensitive content.

_____7.   These are visual media that provide the presence of spatial movement of texts and images.

_____8.   It is a sequence of graphics or images, normally with certain directions and dialogue, representing the shots planned for a commercial, film, or television show.

_____9.   It is utilized to shift between scenes.

_____10.   It is a type of timing that is psychologically experienced or felt.

_____11.   It is a telecommunication system for transmitting and receiving visual images and sounds that are reproduced on screens.

_____12.   It refers to the size of an object in relation to another object.

_____13.   It is a type of timing that can be measured in seconds, minutes, hours, days, etc.

_____14.   It refers to the spatial movement that a thing or an animated object will take.

_____15.   It indicates weariness, seriousness, or sorrow.
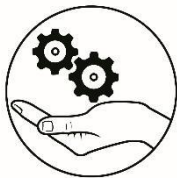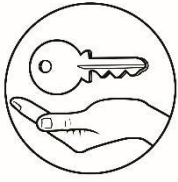

Additional Activities

Write a reflection essay by answering the question.

❖ What have you learned about designing a motion media?

_____
_____
_____

Each justification will be graded using the following rubric.

Score	Description
2 points	The justification covered little essential information required and one or two facts.
3 points	The justification covered some essential information required with a few citations and facts.
4 points	The justification covered all essential information required and facts.
5 points	The justification covered the topic extensively and comprehensively with a variety of resources.

Answer Key

What I Know	What's More	Assessment
A	Answers may vary.	B
B		C
D		A
D		D
C		A
D		A
C		B
A		G
D		J
C		H
C		I
B		E
D		D
A		C
B		F

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