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Paper No. 6
Digital Rhetoric: Understanding the New Media

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Learning and the New Media

- How can technology help people to learn more effectively?
- What skills do we need to develop to communicate, inform, persuade and inspire using the New Media?
- How can we best approach the production and consumption of New Media?
- What are the elements of the New Media language?

Global Trends

- Digital Representation
  - Sound, Graphics, Words, Animation, Video
- Manipulation
  - Interact, Sort, View, Print, Search, Filter, Analyze, Synthesize
- Connectivity
  - Collaborating, Sharing, Communicating, Buying, Selling, Informing

The Process

Successive Prototyping

Concept
Design
Production
Feedback
**Concept**

Formulating a clear concept means defining your purpose, identifying your audience and understanding what you want your audience to think, feel and do.

**Clarifying the Concept**

1. Identify the Users
   - Visualize your Users
   - Perform Research
   - Pose Questions
   - Ask Experts
   - Express the User’s Goals in the User’s Voice
   - Understand the User’s Values

2. Define the Behaviour
   - Analyze
   - Compare
   - Conclude
   - Discuss
   - Document
   - Explain
   - Engineer
   - Orient
   - Plan
   - Prepare
   - Present
   - Recycle
   - Report
   - Show
   - Suggest
   - Tell

**Interrelationship of Goals**

1. Identify the Users
2. Define the Desired Behaviour
3. Study the Environment
4. Determine Available Resources
5. Select Appropriate Technology
6. Formulate Key Messages

**2. Define the Behaviour**
2. Define the Behaviour

INFORM
- Analyse
- Compare
- Confront
- Define
- Design
- Determine
- Document
- Explain
- Identify
- Integrate
- Name
- Offer
- Organise
- Query
- Review
- Summarise
- Test

PERSUADE
- Accept
- Agree
- Argue
- Attend
- Buy
- Convince
- Cooperate
- Debate
- Defend
- Disagree
- Deny
- Enlist
- Offer
- Parachute
- Plead
- Select
- Support
- Volunteer
- Vote

ENTERTAIN
- Amuse
- Charm
- Delight
- Engage
- Enjoy
- Entertain
- Expose
- Explore
- Focus
- Like
- Laugh
- Please
- Puzzles
- Save
- Select
- Serve
- Support
- Wonde

TRAIN
- Acquire
- Basic
- Check
- Cook
- Develop
- Examine
- Focus
- Master
- Practice
- Prepare
- Print
2. Define the Behaviour

Train
- Acquire
- Class
- Test
- Purchase
- React
- Train

Perform
- Acquire
- Class
- Purchase
- React
- Vote

Excite
- Activate
- Browse
- Engage
- Imagine
- Motivate
- Open
- Wonder

To activate and excite the user is to get her involved with the subject. The user must go through a variety of easily emergent techniques of interaction accordingly.
4. Determine Resources

5. Select Appropriate Technology

6. Formulate Key Messages

Design is the means of reaching communication goals, adding value to information and ideas and making effective use of the medium.
1. The Screen
- 2D, 3D, and 3D Design
- Background
- Buttons and Controls
- Windows, Frames, and Frames
- Text
- Images
- Animation
- Video
- Music, Narration, and Sound Effects

2. The Click
- Make it worthwhile and interesting to Click
- What do you get from clicking?
  - Text, Graphics, Images
  - The more compelling the result, the more likely the user will click again
  - Meaningful Consequence
- How does this media engage you further?
  - Solve Problem
  - Clarify Ideas
  - Train and Test
- Can you pace the program from clicking?

3. Types of Interactivity
- Linear Narrative
- Interactive Elements
- Object Interaction

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3. Types of Interactivity

- Linear Structure
- Narrative Film/Storytelling
- Coined

4. Interactivity

Engage the Imagination through Questions
5. Build a World

Look at the Big Picture and Details

6. Engage the Imagination

Study What Engages the Imagination
- Videogames
  - Simple, Hot, Deep
- Cinema
  - Set up and Pay-off
  - Camera Angles, Zoom
- Comic Books
  - The Gap

Production

Design is the means of reaching communication goals, adding value to information and ideas and making effective use of the medium

1. Clarity
- Be Clear in Intention
- Be Consistent
- Clarify Alternatives
- Offer Comparison
- Use Metaphors Thoughtfully
- Learn from the History

Light & Gemstones
- Faceted Gems
- Cut, Apx., & Surf. Stone
- Opals
1. Clarity

2. Consistency

3. Contrast

4. Comparison

5. Metaphors
Examine the Payoff

- The Payoff was in the discovery
- In New Media the payoff is in the click
- Feedback cycle is short

Feedback

Feedback is the essence of interaction and is the mechanism for information and ideas to flow between people.

1. Be Receptive to information
2. Evaluate Continuously
3. Strive to Achieve Real Interchange
4. Make adjustments and Repeat

1. Openess

- Attend with all your senses
  + What do your users say?
  + How do they move?
  + Where do they click?
  + How long do they engage?
  + What do they want improved?
  + Are they getting their pay-off?

2. Test

- Examine the Results of your Efforts
  + Document how your project is used
3. Flow

- Mihaly Czicksczentmihaly
- Research on the psychology of happiness, optimal experience and creativity
- People talk about the state of creativity in the same way

3. Flow

- Conditions of Flow
  - Clear Objective
  - Level of Skill matches level of Challenge
  - Opportunity for Concentration
  - Moment-to-moment Feedback
- The Mechanism for Creative Engagement

4. Improve

- New Media projects are never completed
- You only run out of time
- Go back to Step 1: Concept
  - And review your essential objectives

Integration

New Media provides us with a wealth of powerful tools to engage the imagination

Integration

Strive to build environments that encourage the flow of curiosity, appreciation and creative analysis.