J836 – Cambridge Nationals Level 1/2 Information Technologies

R050 – IT in the Digital World

TA5: Digital communications

		l communication	
	Auc	dio	
Advantage	It is more accessible to those with	Disadvantage	It can only be heard within a short
	hearing impairments		distance
	Collaborat	ion tools	
Advantage	People can work from any location	Disadvantage	If there is no internet connection, then
Auvantage	where there is an internet connection	Disauvantage	collaboration cannot take place
	Leaf	lets	
Advantage	It can be target at one, or more,	Disadvantage	It can be easily ignored or recycled
Auvantage	demographic group	Disauvantage	without being read
	Infogra	aphics	
Advantage	It can explain a complex topic in a simple	Disadvantage	It can simplify a complex topic too
Auvantage	way	Disauvantage	much
	Newslo	etters	
Advantage	A house style can be used to provide	Disadvantaga	May not be read so important
Advantage	recognition and consistency	Disadvantage	information could be missed
	Present	ations	
	The contents can be presented by a		Effects such as animations and
Advantage	speaker or automatically with no human	Disadvantage	transitions between slides can become
	involvement		distracting
	Repo	orts	
	A range of elements, for example a table		If the information does not 'flow' then
Advantage	of contents and graphs/charts, can be	Disadvantage	
	included		the user may become confused
	Social ı	media	
Advantage	Posts can be uploaded which can be	Disade esta	Negative posts can be seen by many
	seen by many people	Disadvantage	people and shared
	Vid	eo	
Advantage	It can be uploaded to social media, AR	Disadorette	It can take a lamative to contr
	experiences and websites	Disadvantage	It can take a long time to create



DTP Main			
Main features Drag and drop — WYSIWYG Can be used for: Word processing Format text — Spelling and grammar — Tables — Insert elements from different applications Can be used for: Letters (inc. mail merge) — Reports Spreadsheet Main — Calculations — Graphs and charts features Can be used for: Can be used for:			
Features Can be used for: Word processing Main Features Can be used for: - Format text - Spelling and grammar - Tables - Insert elements from different applications Can be - Infographics - Leaflets - Newsletters - Letters (inc. mail merge) - Reports Spreadsheet Main - Calculations - Graphs and charts features - Modelling - Format cells - Creating elements to be used in other digital communications - Graphs and			
Can be used for: Word processing Main features Can be Infographics - Leaflets - Newsletters - Format text - Spelling and grammar - Tables - Insert elements from different applications Can be Infographics - Leaflets - Newsletters - Letters (inc. mail merge) - Reports Spreadsheet Main - Calculations - Graphs and charts - Modelling - Format cells - Creating elements to be used in other digital communications - Graphs and			
Word processing Main features Can be used for: - Infographics - Leaflets - Newsletters - Format text - Spelling and grammar - Tables - Insert elements from different applications - Infographics - Leaflets - Newsletters - Letters (inc. mail merge) - Reports Spreadsheet Main - Calculations - Graphs and charts features - Modelling - Format cells - Creating elements to be used in other digital communications - Graphs and			
Main features - Format text - Spelling and grammar - Tables - Insert elements from different applications Can be - Infographics - Leaflets - Newsletters - Letters (inc. mail merge) - Reports Spreadsheet Main - Calculations - Graphs and charts features - Modelling - Format cells - Creating elements to be used in other digital communications - Graphs and			
- Tables - Insert elements from different applications Can be			
- Tables - Insert elements from different applications Can be - Infographics - Leaflets - Newsletters - Letters (inc. mail merge) - Reports Spreadsheet Main - Calculations - Graphs and charts - Modelling - Format cells - Creating elements to be used in other digital communications - Graphs and			
applications Can be			
wsed for: - Letters (inc. mail merge) - Reports Spreadsheet Main - Calculations - Graphs and charts - Modelling - Format cells - Creating elements to be used in other digital communications - Graphs and			
wsed for: - Letters (inc. mail merge) - Reports Spreadsheet Main - Calculations - Graphs and charts - Modelling - Format cells - Creating elements to be used in other digital communications - Graphs and			
Spreadsheet Main			
Main - Calculations - Graphs and charts - Modelling - Format cells - Creating elements to be used in other digital communications - Graphs and			
Can be digital communications – Graphs and			
Can be digital communications – Graphs and			
digital communications – Graphs and			
licad for:			
· · · · · · · · · · · · · · · · · · ·			
Database			
- Records - Fields - Tables - Queries			
- Validation tools - Verification tools			
- Relationships between tables			
- Creating elements to be used in other			
digital communications — Mail marge			
used for: - Data manipulation			
Presentation			
Main – Slides – Slide master – Animations			
features – Transitions – Speaker notes			
Can he			
used for:			
Collaboration tool			
Main - Voice calling - Video calling - Chat			
features – Access rights			
Can be - Recording meetings - Sharing screens			
used for: - Sharing documents			

J836 – Cambridge Nationals Level 1/2 Information Technologies

R050 – **IT** in the Digital World

TA5: Digital communications

5.3. Digital devices

Digital communication needs digital devices so that the

communica	communication can be seen, heard or accessed.		
Smartphones	Can be classed as mobile devices.		
Tablets	They can be easily moved and are		
Lantons	portable. It can usually be used on the		
Laptops	go.		
	TVs that connect to the internet. The		
	TV includes software that allows the		
Smart TVs	user to access a wide range of apps:		
	streaming services, web browsing,		
	catch-up TV, games etc.		
	Used for tasks such as, using standard		
PCs	office applications to create and edit		
	digital content and using the internet.		
Projected	Allows images from a computer		
smartboards	screen to be displayed onto the		
Siliai todalus	smartboard using a digital projector.		
	Uses the same technology as a smart		
Television-	TV. The smartboard is connected to		
style	the internet so files stored in the		
smartboards	cloud can be accessed and edited.		
Siliai tuvai us	There is no connection via a projector		
	to a source digital device.		

5.5. Audience demographics

The factors which should be considered when selecting the type of digital communication and the distribution channel





Location















5.4. Distribution channels

	Distribution channels				
Cloud	Advantage	Files are stored off-site so can be			
	Auvantage	used as a backup			
	Disadvantage	Must have internet access to be			
	Disauvantage	able to download stored files			
Email	Advantage	Communications can be sent with			
		attachments			
	Disadvantage	Can go into junk/spam folder so			
	Disauvantage	may not be seen			
Messaging	Advantage	All users in a group will receive the			
		message			
SSa		This service needs to be monitored			
Mes	Disadvantage	to make sure any posts meet the			
		rules			
	Advantage	Features can be included in the			
Mobile apps		data/information to increase user			
e		interaction			
ig	Disadvantage	Apps need to be constantly			
Š		monitored and updated to			
		continue providing their service			
_O	Advantage	Can include a range of elements			
Multimedia		such as text, graphics and sound			
ij	Disadvantage	The message given through			
Ī		multimedia can be lost if too many			
2		elements are used			
VoIP	Advantage	Features such as call forwarding,			
		group calls, call waiting and			
		voicemails can be used			
	Disadvantage	May have lag or distortion if the			
		connection degrades			
Websites	Advantage	Communications can be uploaded			
		and kept for access			
	Disadvantage	Some indication of where the			
		communication is located needs to			
		be provided			

Distribution channel connectivity methods				
ŋ	Advantage	Increased bandwidth for all users which means faster transfer speed		
46/5G	Disadvantage	Possible less coverage as more transmitter masts will be needed to provide the increased bandwidth		
oth	Advantage	No cables are needed so paired devices can be moved		
Blueto	Disadvantage	The range between the paired devices is relatively low, about 10 meters		
Wi-Fi	Advantage	Will allow multiple devices to connect to the same hotspot wherever it is needed		
Mobile Wi-F	Disadvantage	Some mobile data charges may be applied by the internet service provider (ISP)		
Ni-Fi	Advantage	Increased mobility as devices can be moved and still be connected to the WAP		
>	Disadvantage	The more devices connected, the slower the data transfer		
red	Advantage	Lack of interference from , for example, walls and closed doors, meaning the signal is stable		
Wi	Disadvantage	Devices cannot be moved as device needs to remain connected via a cable		
	1 1	0		

