

5.1. Types of digital communications

Audio			
Advantage	It is more accessible to those with hearing impairments	Disadvantage	It can only be heard within a short distance
Collaboration tools			
Advantage	People can work from any location where there is an internet connection	Disadvantage	If there is no internet connection, then collaboration cannot take place
Leaflets			
Advantage	It can be target at one, or more, demographic group	Disadvantage	It can be easily ignored or recycled without being read
Infographics			
Advantage	It can explain a complex topic in a simple way	Disadvantage	It can simplify a complex topic too much
Newsletters			
Advantage	A house style can be used to provide recognition and consistency	Disadvantage	May not be read so important information could be missed
Presentations			
Advantage	The contents can be presented by a speaker or automatically with no human involvement	Disadvantage	Effects such as animations and transitions between slides can become distracting
Reports			
Advantage	A range of elements, for example a table of contents and graphs/charts, can be included	Disadvantage	If the information does not 'flow' then the user may become confused
Social media			
Advantage	Posts can be uploaded which can be seen by many people	Disadvantage	Negative posts can be seen by many people and shared
Video			
Advantage	It can be uploaded to social media, AR experiences and websites	Disadvantage	It can take a long time to create



5.2. Software

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

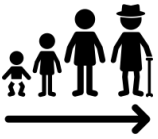

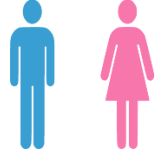

5.3. Digital devices

Digital communication needs digital devices so that the communication can be seen, heard or accessed.

Smartphones	Can be classed as mobile devices.
Tablets	They can be easily moved and are portable. It can usually be used on the go.
Laptops	
Smart TVs	TVs that connect to the internet. The TV includes software that allows the user to access a wide range of apps: streaming services, web browsing, catch-up TV, games etc.
PCs	Used for tasks such as, using standard office applications to create and edit digital content and using the internet.
Projected smartboards	Allows images from a computer screen to be displayed onto the smartboard using a digital projector.
Television-style smartboards	Uses the same technology as a smart TV. The smartboard is connected to the internet so files stored in the cloud can be accessed and edited. 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

			
Age	Location	Gender	Accessibility

5.4. Distribution channels

Distribution channels		Distribution channel connectivity methods	
Cloud	Advantage	Files are stored off-site so can be used as a backup	4G/5G
	Disadvantage	Must have internet access to be able to download stored files	
Email	Advantage	Communications can be sent with attachments	Disadvantage
	Disadvantage	Can go into junk/spam folder so may not be seen	
Messaging	Advantage	All users in a group will receive the message	Bluetooth
	Disadvantage	This service needs to be monitored to make sure any posts meet the rules	
Mobile apps	Advantage	Features can be included in the data/information to increase user interaction	Mobile Wi-Fi hotspots
	Disadvantage	Apps need to be constantly monitored and updated to continue providing their service	
Multimedia	Advantage	Can include a range of elements such as text, graphics and sound	Wi-Fi
	Disadvantage	The message given through multimedia can be lost if too many elements are used	
VoIP	Advantage	Features such as call forwarding, group calls, call waiting and voicemails can be used	Wired
	Disadvantage	May have lag or distortion if the connection degrades	
Websites	Advantage	Communications can be uploaded and kept for access	Disadvantage
	Disadvantage	Some indication of where the communication is located needs to be provided	

