

# *ExplorNet's Digital Media I*



Objective 101.01 2%

Describe the core concepts of digital media and relationship between digital media, society, and industry certifications.

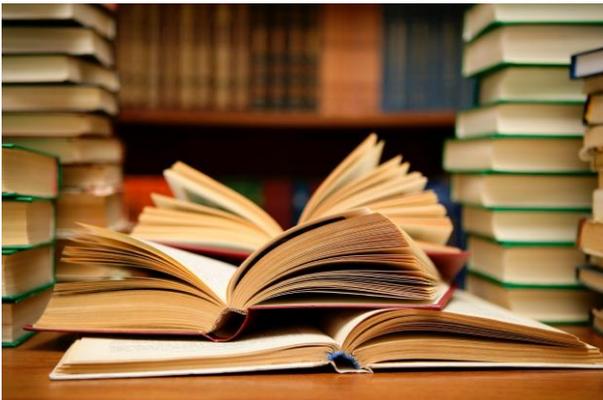
## Types of Media

---

Messages aimed at mass audiences; can be delivered in many forms or methods.

### Traditional Media

- Communication that was well-established before the Internet age; books, newspapers, magazines, etc.



# Types of Media

---

- Social Media
  - Created and controlled by a community of users that interact using the Internet.

## Types of Media



# Types of Media

---

- Digital Media
  - The use of creative design and computer technology to combine forms of media to reach the audience in various ways.

Can be broken down into five major categories for the purposes of this course:

- Graphic Design
- Animation Development
- Audio Production
- Video Production
- Web Design

# Phases of Digital Media Process

---

- Pre-production
  - Defining the parameters of the project and making preliminary decisions about conveying the intended message to the audience.
- Production
  - The active process of using hardware and/or software to create original digital media.
- Post-Production
  - Modifying the project to accomplish the intended purpose; optimizing the output file to meet client's specific needs.

# Societal Uses of Digital Media

---

Digital media can be used in a variety of social settings depending on the message being conveyed and its intended audience.

- Commercial
  - Intended to persuade the audience to use or buy a product; examples include infomercials, advertisements, and other marketing products.
- Entertainment
  - Intended to captivate an audience and keep them engaged; examples include digital art, movies, video games, music, etc.

# Societal Uses of Digital Media

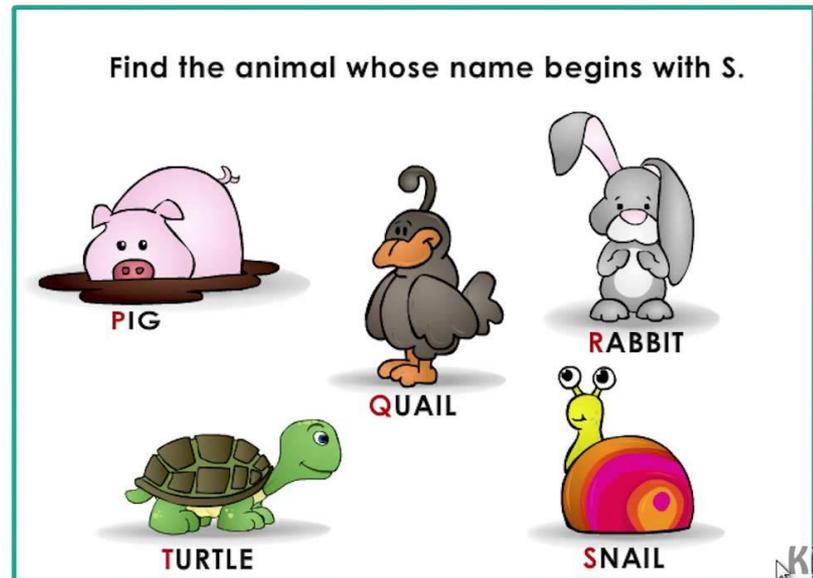
---

- News/Informational
  - Informs the audience about recent events and/or topics; examples include news casts, online periodicals, etc.
- Public Service Announcement (PSA)
  - Conveys an important message to the public (no specific audience); often instigates to take action or further educate themselves

# Societal Uses of Digital Media

---

- Educational
  - Interactively teach content or demonstrate a process; examples include online tutorials, descriptive animations, etc.



# Industry Certifications

---

- Standardized assessments that use software and terminology commonly found in the industry.
- Used alongside portfolios of original work to demonstrate proficiency in creating digital media.
- Can greatly impact a person's ability to enter the digital media career field.
- Examples used in the digital media industry include Adobe<sup>®</sup> Certified Associate exam and others.

