



ExplorNet's

Digital Media



Objective 101.01

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



DM TYPES OF MEDIA

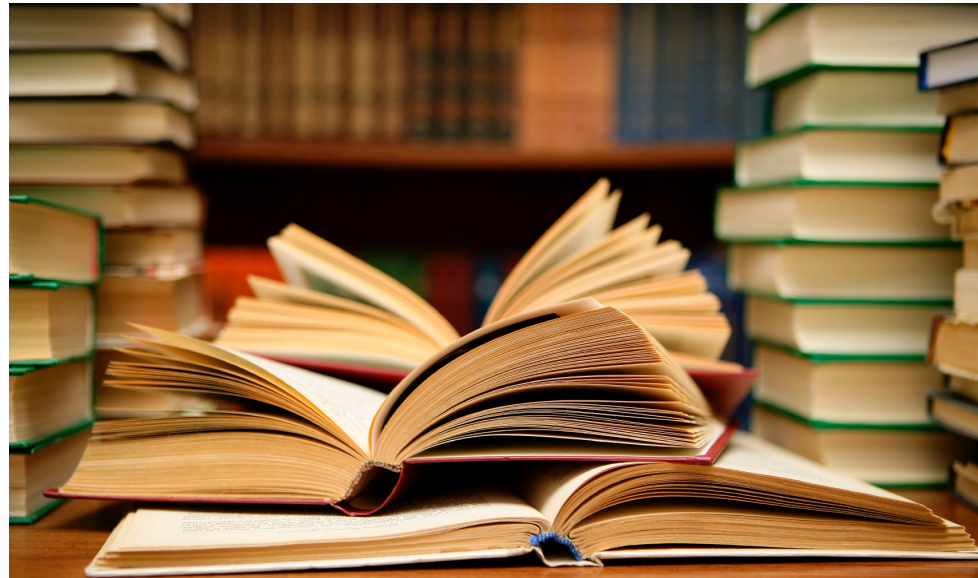
Messages aimed at mass audiences; can be delivered in many forms or methods.

- Traditional Media
- Social Media
- Digital Media



DM TRADITIONAL MEDIA

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



DM SOCIAL MEDIA

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



The logo features a globe on the left composed of binary code (0s and 1s). To the right of the globe, the letters 'DM' are written in a large, light gray, serif font. Below 'DM', the words 'DIGITAL' and 'MEDIA' are stacked in a bold, black, sans-serif font.

DM 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



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QUESTIONS TO CONSIDER

- Differentiate between traditional, social, and digital media.
- Which do you use the most?
- Which do you use the most for education?
Entertainment?



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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.



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USES OF DIGITAL MEDIA

Digital media can be used in a variety of 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.



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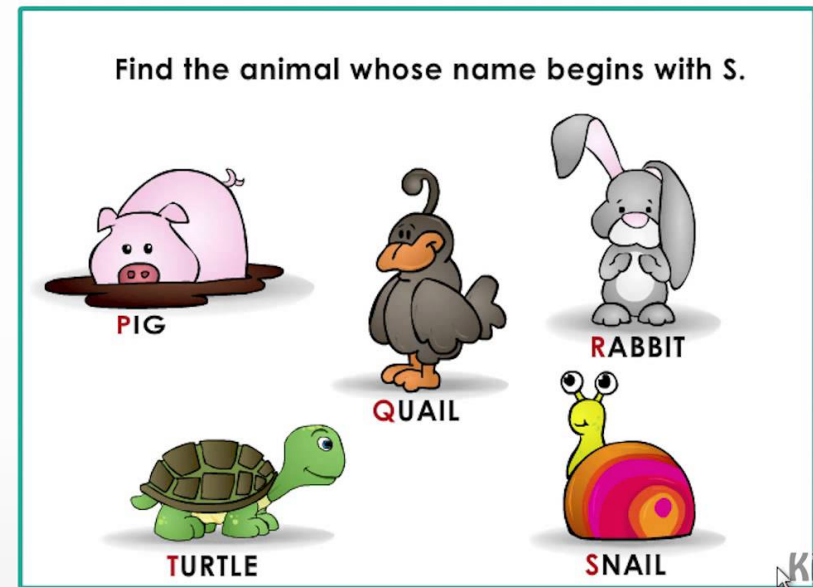
USES OF DIGITAL MEDIA

- 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.



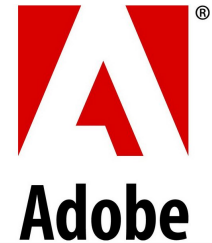
USES OF DIGITAL MEDIA

- 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® Certified Associate exam and others.



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QUESTIONS TO CONSIDER

- How can certifications help you get a job?
- Besides Adobe certifications, what are other types of certifications?