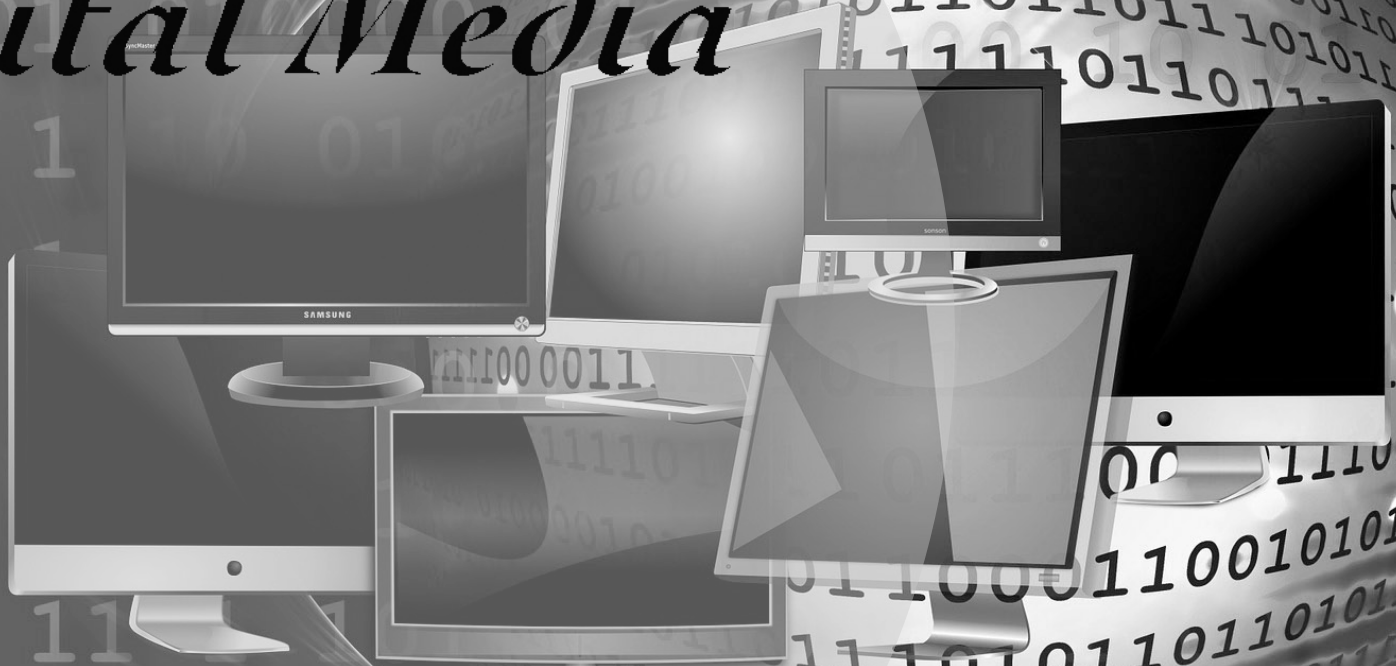




**ExplorNet's**

# *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.

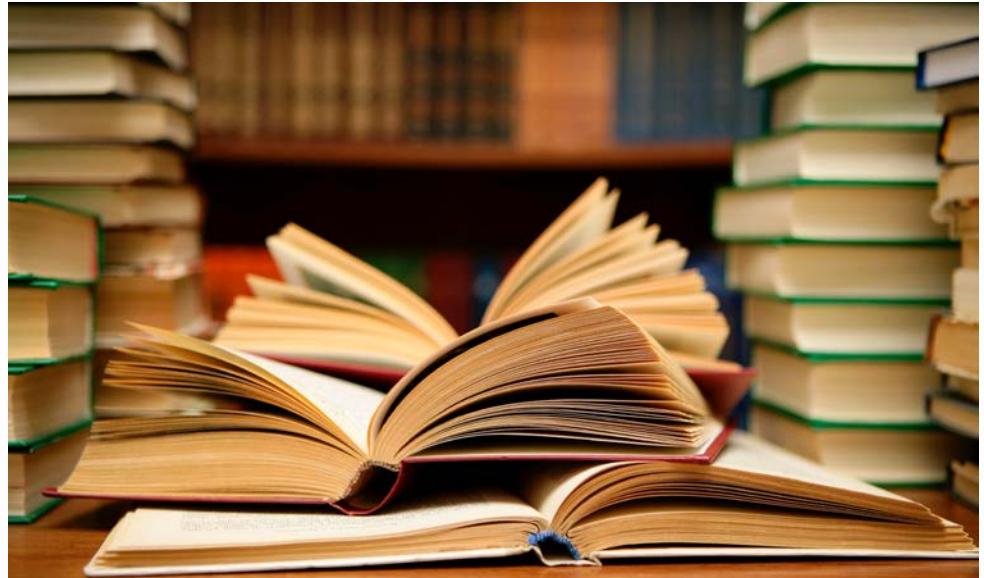
- Traditional Media
- Social Media
- Digital Media





# TRADITIONAL MEDIA

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





# **SOCIAL MEDIA**

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



The logo features a stylized 'DM' in a large, bold, sans-serif font. To the left of the 'DM' is a circular graphic containing a binary code pattern. Below the 'DM' is the word 'DIGITAL' in a bold, italicized, sans-serif font, and below that is the word 'MEDIA' in a bold, italicized, 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



# ***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?



# ***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.



# ***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.





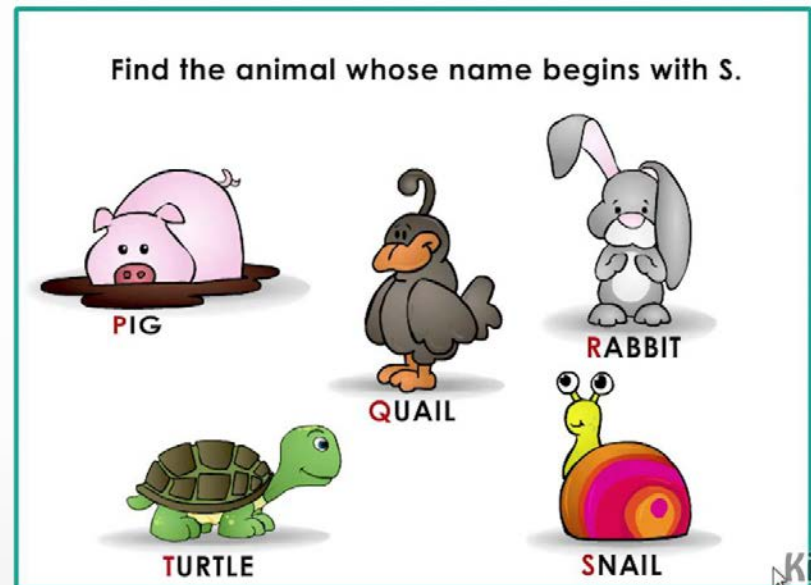
# ***USES OF DIGITAL MEDIA***

- 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.



## ***QUESTIONS TO CONSIDER***

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