

Objective 101.01

Understand the core concepts of digital media.



Course Weight : 2%



ExplorNet CareerTech

from The Centers for Quality Teaching and Learning



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.

- **Social Media**

created and controlled by a community of users that interact using the Internet; examples include blogs, *Facebook*, *Twitter*, *Google +*, etc.

- **Digital Media**

the use of creative design and computer technology to combine forms of media to reach the audience in various ways



Digital Media

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

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



Digital Media Production

three major phases of producing digital media

1. Pre-Production

defining the parameters of the project and making preliminary decisions about conveying the intended message to the audience

2. Production

the active process of using industry-standard software and hardware to create an original piece of digital media

3. Post-Production

modifying the project to accomplish the intended purpose; optimizing the output file to meet client's specific needs

