Objective 101.02

Understand the relationship between digital media, society, and industry certifications.

Course Weight : 2%

ExplorNet CareerTech
from The Centers for Quality Teaching and Learning

Societal Uses of Digital Media

depending on the type of message being conveyed and its intended audience, digital media can be used in a large variety of social settings

- **Commercial**
  intended to persuade the audience to use or buy a product; examples include commercials, 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 (continued)

- **News / Informational**
  informs the audience about recent events and/or provides information about a topic; examples include news casts, online periodicals, etc.

- **Public Service Announcement** (PSA)
  conveys an important message to the public (no specific audience); often instigates the public to take action or further educate themselves

- **Educational**
  uses digital media to 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