Objective 201.01

Understand career planning in a digital media environment.

Course Weight : 5%

ExplorNet CareerTech
from *The Centers for Quality Teaching and Learning*

Careers in Digital Media

Skills and knowledge in the digital media field can be applied to a wide variety of career fields. While a particular career may require skills from several areas of digital media, they are separated into the following categories in this presentation :

✓ Careers in Graphics

✓ Careers in Animation

✓ Careers in Audio Production

✓ Careers in Video Production

✓ Careers in Web Design

Possible Careers in the Graphics Field

- ## Graphic Designer
  specialist in visual arts, typography, page layout, user interface design, and print work; can be used in a variety of industries

- ## Art Director
  a director of interpretive art in advertising and marketing; translates messages, concepts, and ideas into imagery for a variety of purposes

- ## Photographer
  captures visual images for a wide range of creative, technical, and documentary purposes; frequently uses software to digitally enhance images

- ## Front-End Web Developer
  creates the visual component of a website (the graphics, buttons, logos, and other components of a page that the user sees and interacts with)

Possible Careers in the Animation Field

- ### Video Game Designer
  creates and animates the characters, objects, and environments of a video game; decides their gameplay, structures, and rules

- ### Character Animator
  specifically skilled at creating 2-D or 3-D characters and animating their realistic mechanics and interactions

- ### Special Effects Developer
  creates realistic and imaginative scenes for theater, television, movies and the Internet; could be CGI, make-up, environments, mechanics, etc.

- ### Simulation Creator
  designs educational animations or simulations that are used to teach a process or interactively demonstrate a concept

Possible Careers in the Audio Production Field

- ## Audio Engineer / Sound Technician
  manages equipment and monitors levels during the actual recording process or live performance; includes setup for best possible sound

- ## Radio
  includes all positions required to produce a radio broadcast; announcer, audio engineer, music director, program director, etc.

- ## Audio Editor
  cuts, splices, and mixes audio clips, then arranges them into a well-composed audio production to convey a message to the audience

- ## Foley Artist
  re-creates the realistic ambient sounds that a movie or film portrays

Possible Careers in the Video Production Field

- ### Director / Technical Director
  takes the project from the beginning of a script into a full video production; oversees camera angles, lighting, set design, and more

- ### Camera Operator (Videographer)
  follows instructions from the director to capture footage during the production of a video

- ### Video Editor
  manipulates the raw video footage and/or audio clips and combines them into a sequence to create a final product

- ### Production Assistant
  in charge of various aspects of production such as lighting (gaffer), cable management (grip), etc.

Possible Careers in the Web Design Field

- ## Web Designer
  plans, design, and maintains webpages on the Internet; writes HTML or CSS code that makes website work and allows for user interaction

- ## Programmer
  an expert in a variety of computer code languages; creates software, standalone computer programs, and/or web pages

- ## Mobile App Developer
  designs interactive experiences in a variety of mobile platforms using new and emerging technologies and code languages

- ## Web Specialist
  a developer that specializes in a particular field of web design (usability, accessibility, marketing, search engine optimization, page architecture, etc.)