Objective 202.02

Understand research and communication concepts to create digital media.

Course Weight : 2%

ExplorNet CareerTech
from The Centers for Quality Teaching and Learning

Research in a Digital Media Environment

Once a designer and client have discussed and established the target audience, purpose, and goals of a project, the next step is to conduct research to prepare for creation.

- ✓ view a collection of similar projects for ideas and inspiration

- ✓ research possible copyright or trademark issues associated with the nature of the project

- ✓ find assets (pictures, audio, video, etc.) needed to create the project

Communication in a Digital Media Environment

Throughout the process of creating a digital media project, communication between the designer and the client is extremely important.

Establishing a good line of communication and using active listening techniques will help ensure the project best meets the needs of the client.

Using technology to assist the collaboration between the designer and client will also result in the overall work flow becoming more efficient and effective.

Communication in a Digital Media Environment

- ## Active Listening

  a communication technique that takes place when the listener re-states or paraphrases what they have heard in their own words; confirms to the speaker that what was said was acknowledged and understood

- ## Feedback

  useful information about a client's reaction to a designer's end result or performance of a task; used to shape the redesign process and improve the overall project

Communication in a Digital Media Environment

- Redesign

when a designer uses feedback to make changes to the original project with the ultimate goal of meeting the client's needs; this process could happen several times throughout the life of a particular project

- Cloud Storage

technology that allows a working document or project to be stored electronically and accessed by different parties; eliminates the need for sending a project back and forth between designer and client (ex: DropBox, iCloud, Box.net, etc.)