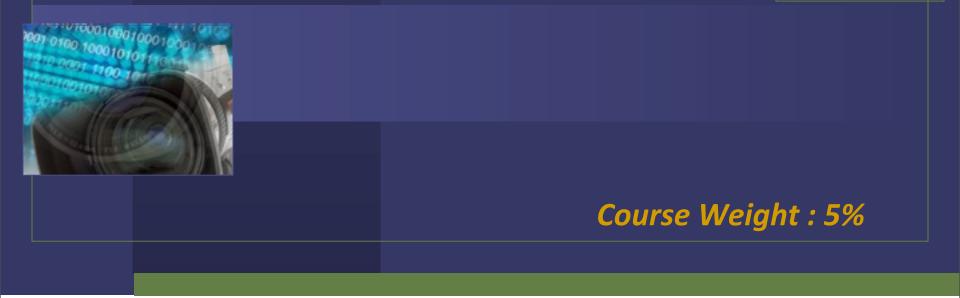
Objective 201.01

Understand career planning in a digital media environment.









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



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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 wellcomposed audio production to convey a message to the audience

- Foley Artist

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

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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.)



