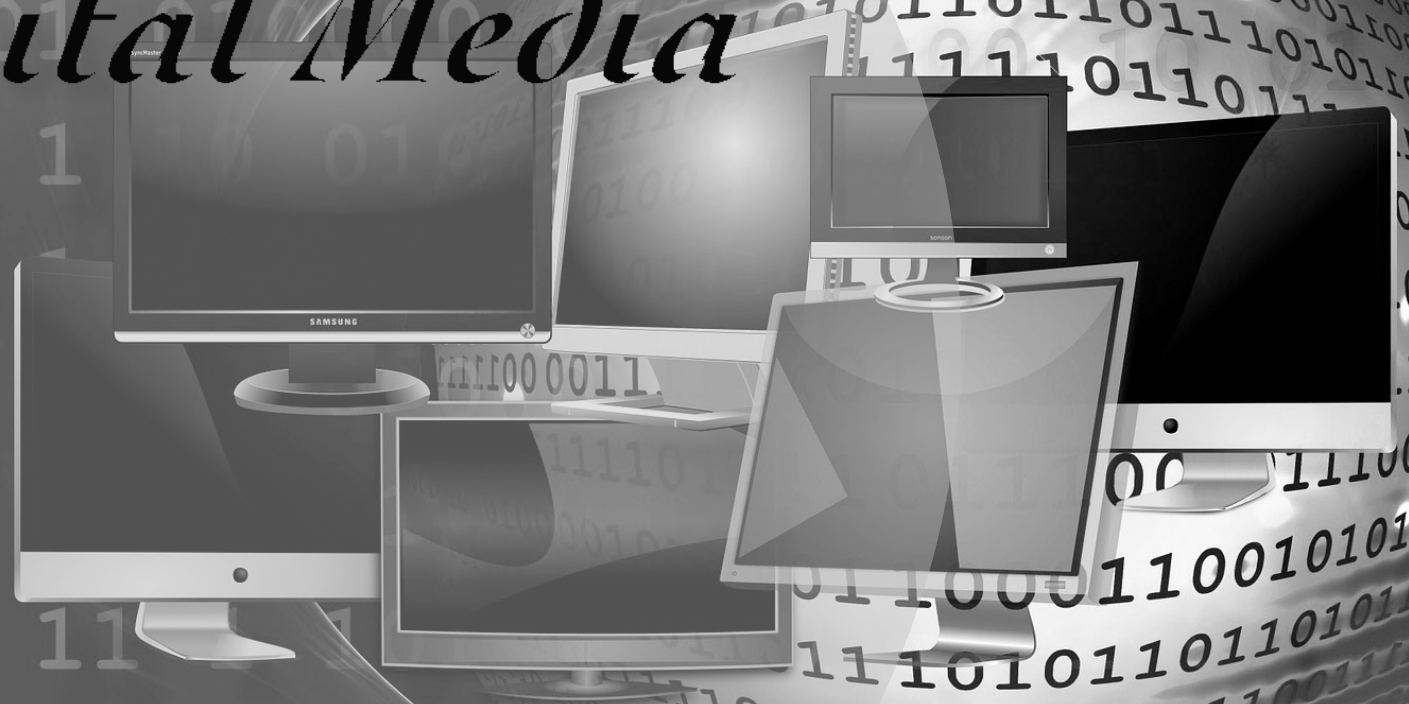
ExplorNet's

Digital Media



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. Careers may require skills from several areas of digital media, but are commonly divided into these fields:

- Graphics
- Animation
- Audio Production
- Video Production
- Web Design

CAREERS IN GRAPHICS FIELD

Graphics Designer

- The graphics designer is a specialist in visual arts, typography, page layout, user interface design, and print work. A wide variety of industries have a need for quality graphic designers.

CAREERS IN GRAPHICS FIELD

Art Director

- The art director is the leader of interpretive art in advertising and marketing. They translate messages, concepts, and ideas into imagery for a variety of purposes.

CAREERS IN GRAPHICS FIELD

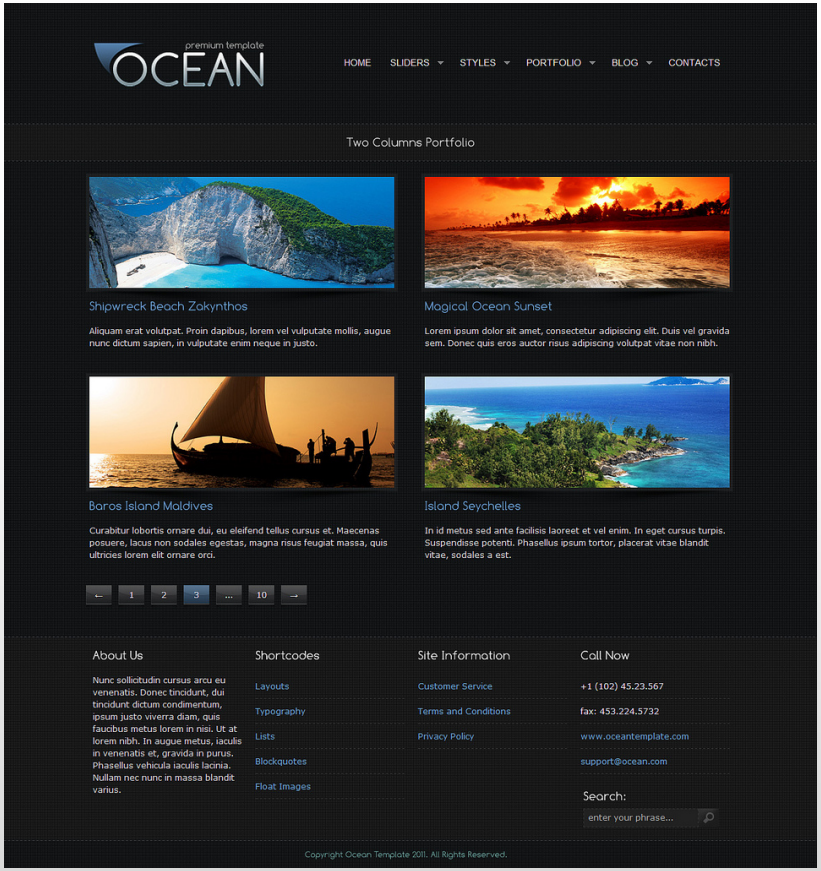
Photographer

- The photographer captures visual images for a wide range of creative, technical, and documentary purposes. They frequently use software to digitally enhance their images.

CAREERS IN GRAPHICS FIELD

Front-End Web Developer

- The front-end web developer creates the visual components of a website. This includes the graphics, buttons, logos, and other components of a page that the user sees and interacts with.

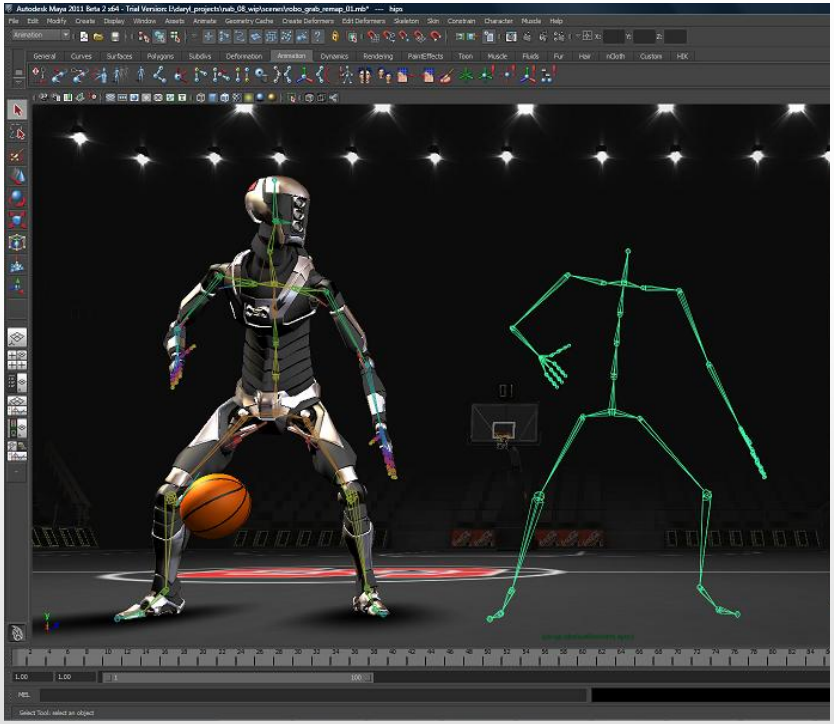


CAREERS IN ANIMATION FIELD

Video Game Designer

- The video game designer creates and animates the characters, objects, and environments of a video game. They decide the gameplay, structures, and rules.

CAREERS IN ANIMATION FIELD



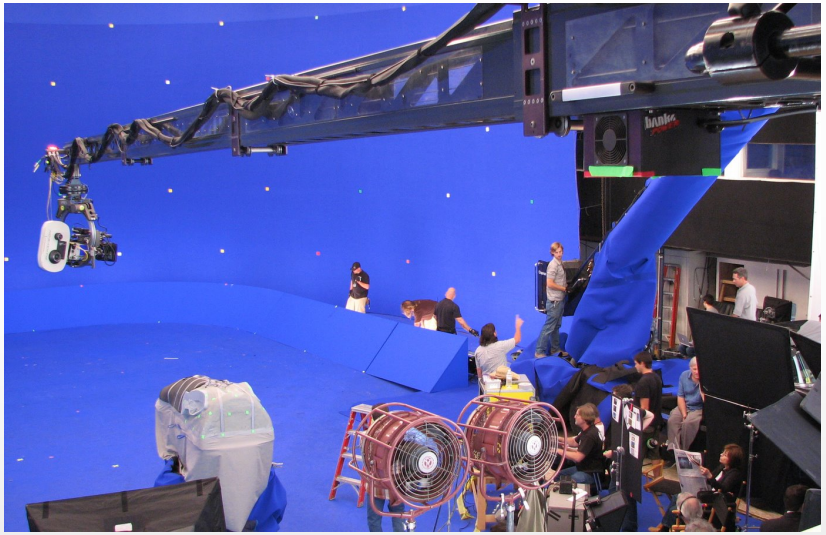
Character Animator

- The character animator is specifically skilled at creating 2-D or 3-D characters and animating their realistic mechanics and interactions.

CAREERS IN ANIMATION FIELD

Special Effects Developer

- The special effects developer creates realistic and imaginative scenes for theater, television, movies, and the internet.



CAREERS IN ANIMATION FIELD

Simulation Creator

- The simulation creator designs educational animations or simulations that are used to teach a process or interactively demonstrate a concept.

CAREERS IN AUDIO FIELD

Audio Engineer/ Sound Technician

- The audio engineer/sound technician manages equipment and monitors levels during the actual recording process or live performance. They may also include setup process to ensure the best possible sound is captured.

CAREERS IN AUDIO FIELD

Radio

- A career in radio includes positions required to produce a radio broadcast. These positions include, announcer, audio engineer, music director, program director, and many others.

CAREERS IN AUDIO FIELD

Audio Editor

- The audio editor is responsible for cutting, splicing, mixing audio clips, and arranging them into a well-composed audio production to convey a message to the audience.

CAREERS IN AUDIO FIELD

Foley Artist

- The Foley artist re-creates the realistic ambient sounds that a movie or film portrays.

CAREERS IN VIDEO FIELD

Director/
Technical Director

- The director/technical director takes the project from the beginning of a script into full video production. They oversee camera angles, lighting, set design, and more.

CAREERS IN VIDEO FIELD

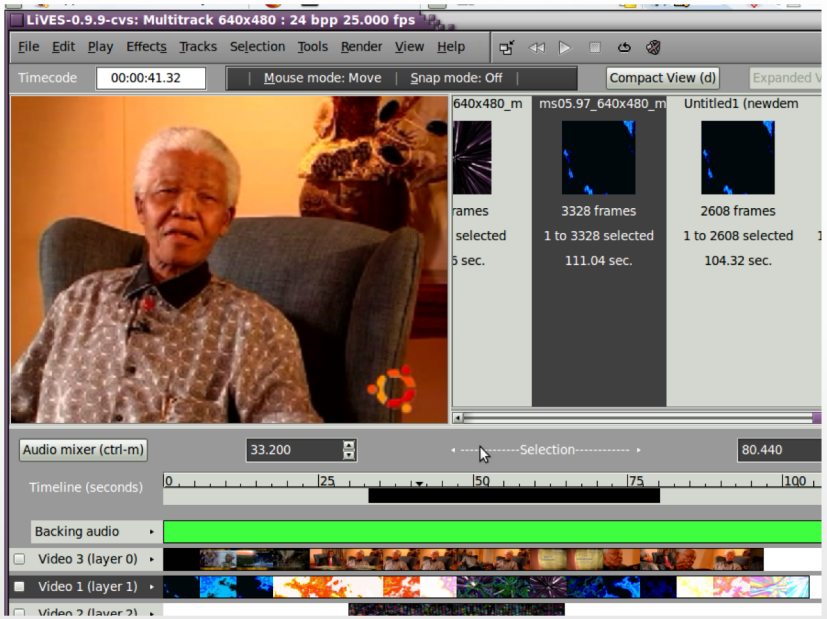
Camera Operator/ Videographer

- The camera operator or videographer, follows instructions from the director. Their job is to capture footage during the production of a video.

CAREERS IN VIDEO FIELD

Video Editor

- The video editor manipulates the raw video footage and/or audio clips, and combines them into a sequence to create a final product.



CAREERS IN VIDEO FIELD

Production Assistant

- The production assistant is in charge of various aspects of production such as lighting (gaffer), cable management (grip), and many more.

CAREERS IN WEB DESIGN FIELD

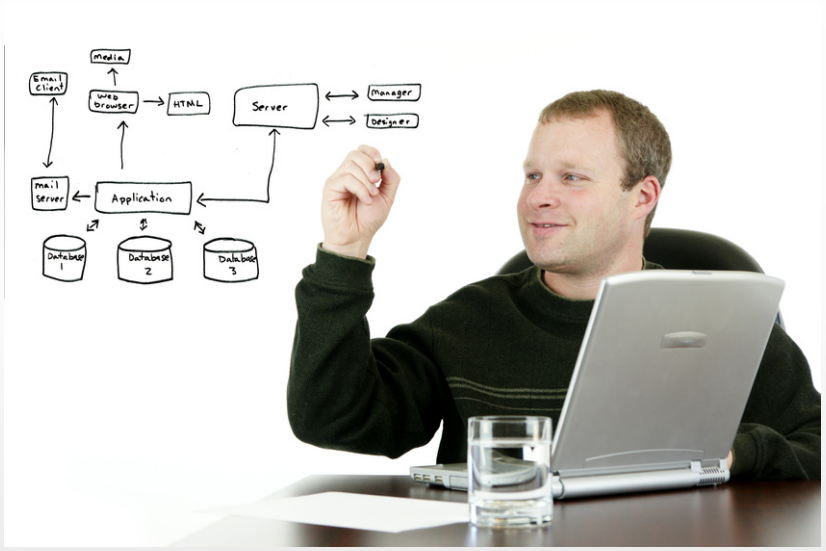
Web Designer

- The web designer plans, designs, and maintains webpages on the internet. They write HTML or CSS code that makes websites work, allowing for user interaction.

CAREERS IN WEB DESIGN FIELD

Programmer

- The programmer is an expert in a variety of computer code languages. They also create software, standalone computer programs, and web pages.



CAREERS IN WEB DESIGN FIELD

Mobile App Developer

- The mobile app developer designs interactive experiences in a variety of mobile platforms using new and emerging technologies and code languages.

CAREERS IN WEB DESIGN FIELD

Web Specialist

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

QUESTIONS TO CONSIDER

- Do you think any of these jobs or other jobs require multiple digital media skills?
- Are there any jobs that focus on only one digital media skills?
- Can you think of other digital media jobs that weren't discussed already?
- What kind of new digital media jobs may develop?

WHAT IS CAREER PLANNING?

- Career planning is the continuous process of:
- Thinking about your interests, values, skills and preferences.
- Exploring the life, work and learning options available to you.
- Ensuring that your work fits with your personal circumstances.
- Continuously fine-tuning your work and learning plans to help you manage the changes in your life and the world of work.

CAREER PLANNING STEPS

- Begin by thinking about where you are now, where you want to be and how you're going to get there.
- Explore the occupations areas that interest you and research the specific skills and qualifications required for those occupations.
- Compare your options, narrowing down your choices and thinking about what suits you best at this point in time.
- Use the information you have gathered to create your plan.

QUESTIONS TO CONSIDER

- Have you started career planning?
- How can you career plan in high school?