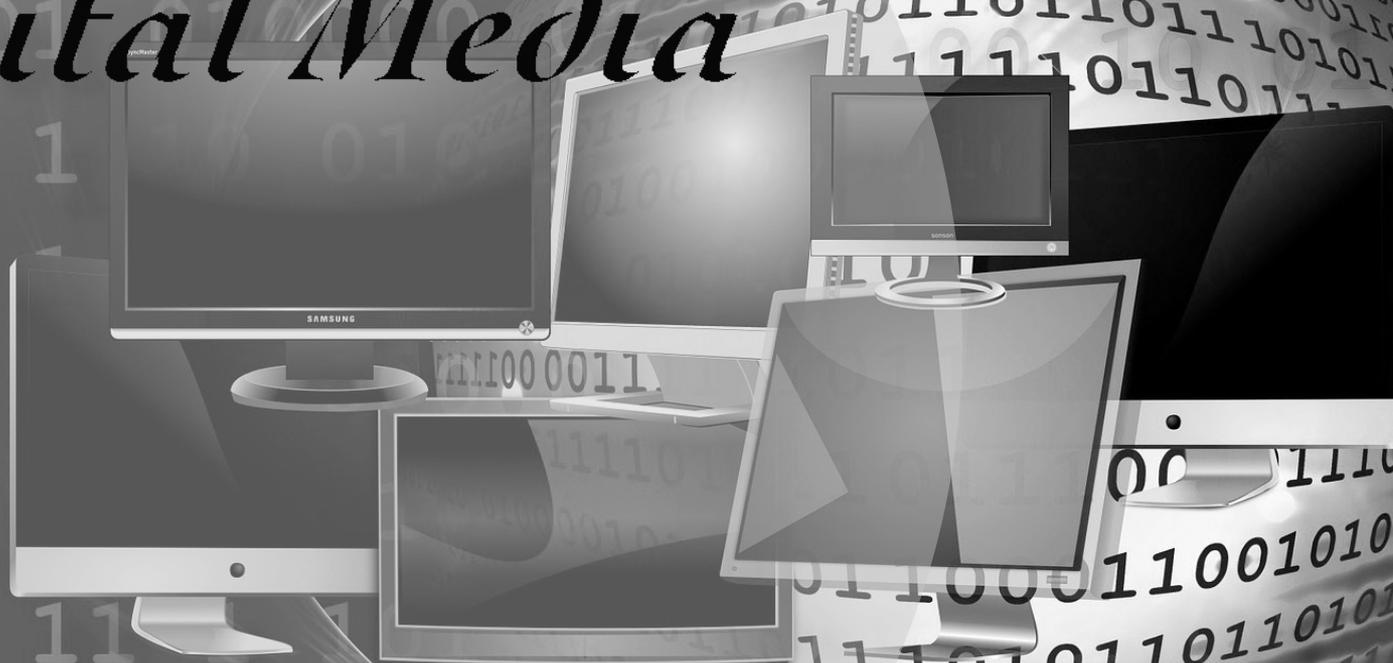




ExplorNet's

Digital Media



Objective 202.02

Apply research and communication concepts used to create digital media.



DM

DIGITAL PROJECT RESEARCH

- Once a designer and client have discussed and established the target audience, purpose, and goals of a project, the next step for the designer 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.



DM

ROLES IN DESIGN TEAMS

- Writers - responsible for writing all content.
- Editors - responsible for editing all content.
- Photographers - responsible for all digital photography.
- Videographer - responsible for shooting all digital video.
- Director - responsible to making rough and final cuts of video production projects.
- Designers - responsible for designing elements of layout and look and feel of project.
- Project managers - responsible for keeping all members on task for a project. Usually the person who interfaces with the client.



TEAM COMMUNICATION

- Decide how the team will communicate.
- Determine if one person will be the project manager overseeing all tasks and deliverables.
- Select a person who will communicate directly with the client.
- Decide how information will be relayed back to the group from the client; email, web conferencing (such as Adobe Connect), Adobe Acrobat, Dropbox or Google Drive.

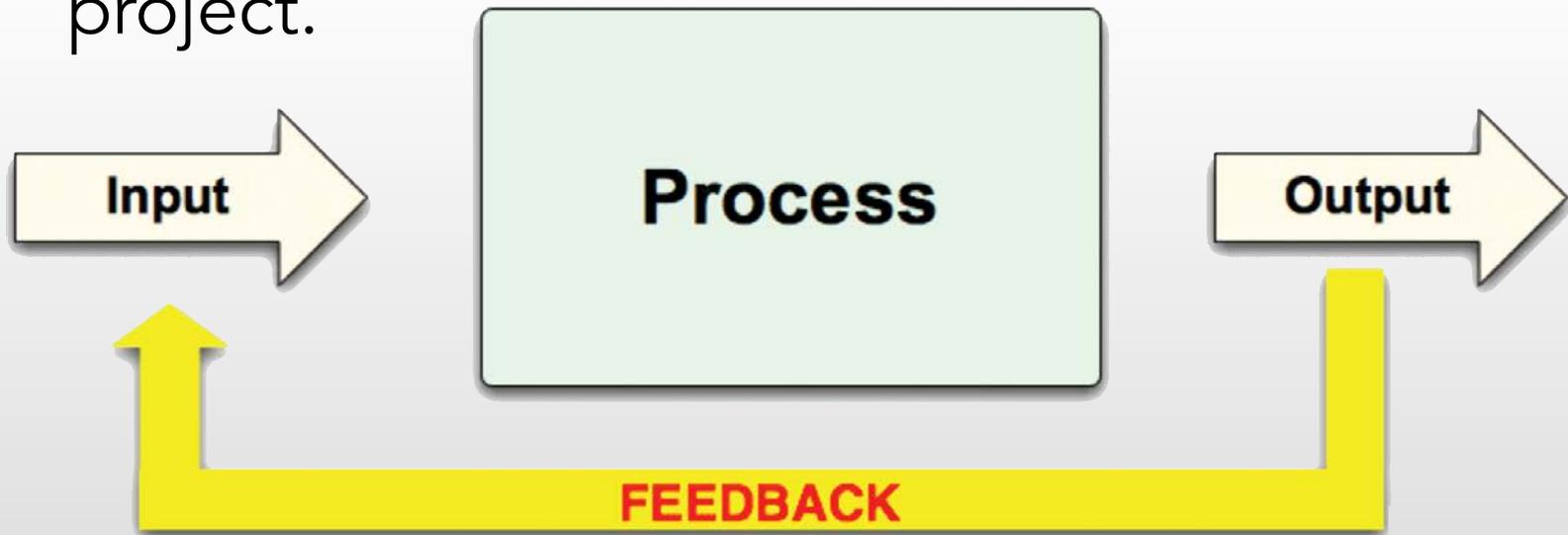


DM FEEDBACK

- Verbal or written responses containing information about a client's reaction to a designer's performance of a task.
- Feedback should be specific and offered during the construction of the project, as well as at the end.
- Performance feedback is used to shape the redesign process and improve the overall project.

DM **REDESIGN**

- The designer uses the provided feedback to make changes to the original project with the ultimate goal of meeting the client's needs. This process could occur several times throughout the time span of a particular project.





COLLABORATION

- Collaboration is the action of working with someone to produce or create something.
- Using technology to assist the collaboration between the designer and client will result in a more efficient and effective workflow.
- Cloud storage allows a working document or project to be stored electronically and accessed by different parties simultaneously.
 - Dropbox, GoogleDocs, iCloud, Box.net, etc.



TEAM COLLABORATION

- Be sure to collaborate with your teammates as required to provide feedback or assistance.
- All team members should fulfill assigned team roles and contribute equally to project work.
- Working collaboratively means you will consult with other team members on major project decisions.
- Teammates should make an effort to help each other succeed and build skills.



QUESTIONS TO CONSIDER

- Why is collaboration so important?
- How does good collaboration improve the end result of the project?