

ExplorNet's Digital Media II

Objective 202.02 2%

Apply research and communication concepts used to create digital media.

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 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.

Communication in a Digital Media Environment

- ❑ Establishing an effective line of communication and using active listening techniques will help ensure the project best meets the needs of the client.



What message does this person's body language convey to the client?



What specific details led you to this conclusion?



Active Listening

- A communication technique that takes place when the listener restates or paraphrases what they have heard in their own words. The listener confirms to the speaker that what has been said was acknowledged and understood.
 - “Let’s see if I am clear on this...”
 - “So, it sounds to me as if...”
 - “This seems really important to you.”
 - “I’m sensing that you are feeling that...”

Collaboration in a Digital Media Environment

- 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.

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.
 - "It was effective when you decided to..."
 - "The color scheme is a bit off from what we had discussed."

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.

