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Digital Media
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Throughout this digital media class we have explored/ used a couple of digital tools/ programs. Some of these programs include Photoshop, Illustrator, InDesign, Premiere Pro, iMovie etc.. I would say that the most useful ones to me would be iMovie and Photoshop. Truthfully as a designer they are all very useful in their own way and have specific purposes. And in the design/ entertainment industry the more things that you know and skills that you have, the better equipped you will be.

Not only that but in this communication design major all these applications are keen to help me succeed and complete assignments. The most valuable ones to me would be iMovie and Photoshop. I say that because when I get the time I like to make YouTube videos. I'm still in the beginning process of editing and making videos but iMovie is a great beginning editing app to use. And as for Photoshop I can use that to make thumbnails for the videos but, I'm not too good at doing that yet.

To create the projects in class, some of the digital formats I would use would be primarily PDFs and JPEGs. And then obviously there are the formats that are specific to some of the Adobe applications like the Illustrator EPS file. PDF's is the format I use when I need to share a document or something to multiple people. The reason is because sometimes depending on how you save or share a video parts of the document can be missing.

In a sense what I'm saying is that PDF's are some sort of a personal share screen link if that makes sense? It's like when you receive the PDF it's exactly as if you were looking at it on the computer screen in which someone had done it. For JPEGs I use it primarily for just saving pictures that I find on the internet. Typically this type of file

is normally small and if you want to send a picture you find off the internet to someone a JPEG is a good choice because it won't take up too much space.

When creating a short film I believe that the process has to start with the topic of the film, so brainstorming ideas is the way to go first. Once you do that I would say moving on to storyboarding. This is because storyboarding is a great way to get everything laid out. It is basically an outline for everything and once you have the characters or people, the dialogue, plot etc... all that is left to do is transfer that into a video. If you're making a short film you also need to include different angles and pans. By that I mean you don't want the film to be too stationary or just focused on the same thing at the same time. So add close shots, far shots, interview style shots, b-rolls and more.

But merely creating a video is not that easy. You have to have all the elements that you need. If you want to add music you have to add the audio track of the song and make sure that it is not too distracting or overpowering to the voices in the video. You have to also make edits, because nothing will just be great or perfect in the first attempt, granted there would be rare occasions where that may happen but that's not all the time.

In our class I would say that the most interesting things/ concepts that I learned about is probably the analog vs digital topic as well as when we listened to Sagmeister's TED talk and this last project with the whole video thing. With the TED talk it was just very intriguing into seeing how a designer thinks and why they do what it is that they do. The analog vs digital topic is interesting to me because it's like I get both sides for people's preferred style for working. Some people feel more connected to their work when they work in an analog manner but it sort of is easier/ better when working digitally. Lastly the video project just made my passion for making videos stronger and I want to dwell deeper into it and see where it takes me.