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Digital Media Foundations / COMD 1112

Final Questions

**Out of the digital tools/programs that we learned in this class, which are most valuable for you? Why? (1-2 paragraphs)**

For me, the most valuable programs we learned were InDesign and iMovie. InDesign was a great tool in terms of designing presentations, and was also great for designing things like flyers and advertisements. InDesign made designing more practical things much easier than designing them in Photoshop, and once I got the hang of it I enjoyed using it. While I've used iMovie before, it was helpful learning about the sound and audio aspects of video production. I learned how to create voiceovers and how to separate audio so I can manipulate it easier.

**List all the digital formats that you would use to create the projects in this class.**

**How would you use them? Why? (1-2 paragraphs)**

In this class, we mostly used PDFs, PSDs, JPGs, TIFFs, and MOVs. PDFs (Portable Document Format) makes transferring documents online much easier. PSDs (Photoshop Document) were used to create Photoshop-centric documents so you could reopen and work on projects with all the layers and other Photoshop settings in place. JPGs or JPEGs (Joint Photographic Experts Group) are used to compress and share

digital images. TIFFs (Tagged Image File Format) are used to convert digital images to be suitable for physical printing. MOVs (or MP4s, depending on what you prefer) are used to save, transfer, and upload video files.

**What is a process of creating a short film? Please write step by step, and an overview. (1-2 paragraphs)**

When creating a short film, the first thing I do is establish a storyboard and a script to lay out the story both physically and verbally. Then, I film the unedited rough draft and take as many takes as I can. After that, I open iMovie and compare my rough draft to my storyboard and script, and edit the film as closely as I can to those earlier visions. Sometimes I'll change my original vision if I like something I did in the rough draft better. I will cut out useless content and I will adjust the audio, making the video shorter, cleaner, and looking more professional. Then I'll upload it to Youtube or wherever else.

**What are the most interesting things/concepts you learned in this class? (1-2 paragraphs)**

The most interesting things/concepts I've learned in this class are the importance of logos and advertisements, the need to brand yourself, and how to create a great short film. Logos are a great way to be recognized as a brand, and learning about different logos and why they look the way they do was really fascinating. Advertisements work the same way, just on a different level, and help you give people the vibe of your company or product, and the more interesting the advertisement, the more it gets shared, and the more publicity and business your product gets. Branding yourself, and treating yourself as a brand and "selling" yourself is essential, and I didn't learn how to properly do it before this class- but now I'm confident in how I can present myself as a serious designer. Finally, learning how to create a great short film was extremely important for me, especially as someone who creates Youtube videos in my free time and who wants to go into film as a possible career.