

Fundamental of Digital Media Design

Chapter 1

Introduction to Digital Media

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Chapter Description

- **Aims**

- To understand the concept of media & digital media
- To identify the elements of digital media

- **Expected Outcomes**

- To understand the topic and reflect the knowledge by explaining it in oral or written assessment.

- **References**

- Bannerr, James, G. Design Fundamental for New Media. 2012. Cengage Learning.2nd Ed. ISBN1133710603
- Centre For Digital Media, Article: What is Digital Media? Date access: Aug 2017 <https://thecdm.ca/program/digital-media>
- Professor Amani Channel, Lecture Slide: Digital Media Production, Kennesaw State University - Fall 2013 <https://www.slideshare.net/amanichannel/digital-media-production-ks>



What is Media?

media is the medium of communication in broadcasting or publishing such as newspaper, television, radio, billboard and internet.



Why media is important?



Picture source: http://i.vimeocdn.com/video/547667870_1280x720.jpg

What is Digital Media?

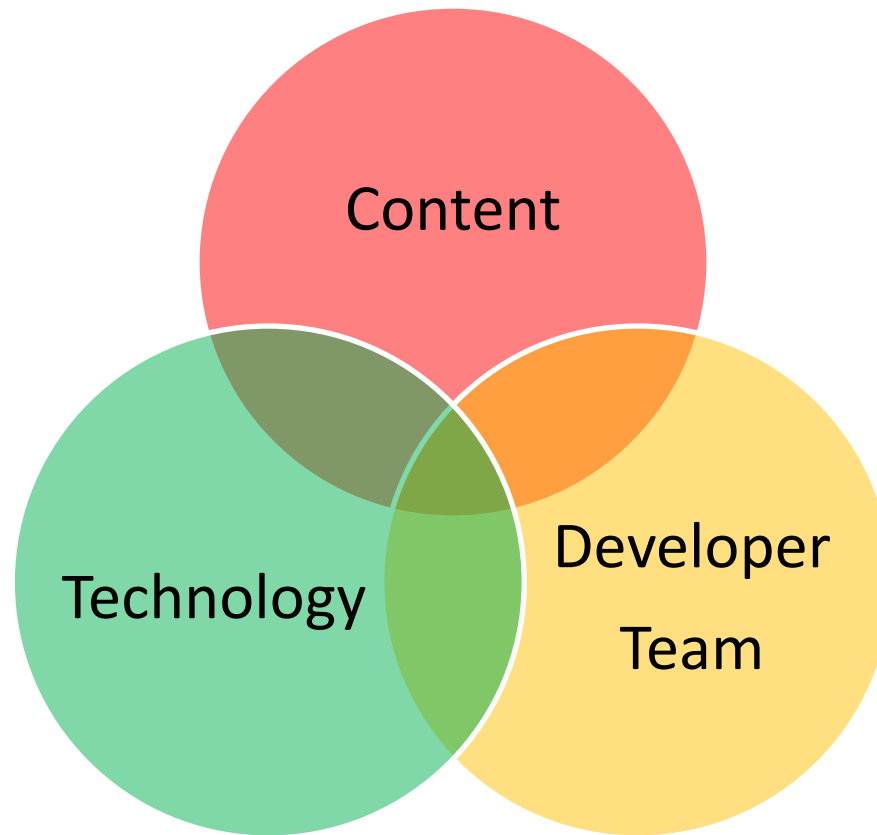
- Digital media is content (text, graphic, audio, video and animation) that had been digitized and can be transferred over the network.
- It can be created, modified, distributed and preserved on digital device.

Picture Source:

https://c1.staticflickr.com/6/5452/30770663195_53964bf55b_z.jpg



Digital Media Elements



Conclusion of The Chapter

- media is widely used in mass communication while digital media is contents that had been digitized and can be transferred over the network using digital electronic device.
- digital media comes in various forms and widely used in many industries.
- successful digital media consist of several factors, the content, the technology and the development team.

