JS3 - INTRODUCTION TO DIGITAL MEDIA

Meaning of Digital Media

Digital media refers to information or content that is created, stored, shared and accessed using **digital devices** such as computers, smartphones, tablets and other electronic devices.

Digital media can contain different forms of content, including:

- **Text** – words, articles, e-books and documents.
- **Images** – photographs, drawings and graphics.
- **Audio** – music, podcasts and recorded sounds.
- **Video** – movies, tutorials and video clips.
- **Animation** – moving graphics and illustrations.
- **Interactive content** – websites, games and interactive applications.

Examples of Digital Media

Some common examples are:

- Websites
- Social media posts
- YouTube videos
- Digital photographs
- Podcasts
- E-books
- Online advertisements
- Computer games
- Presentations
- Digital artwork

Importance of Digital Media

Digital media is important because it has changed how people **communicate, learn, work and entertain themselves**.

A. Communication

It allows people to communicate quickly through:

- Email
- Social media
- Instant messaging
- Video calls

B. Education

Teachers and students can use digital media for:

- Online classes
- Educational videos
- Digital textbooks
- Presentations
- Online research

C. Business

Businesses use digital media to:

- Advertise products and services.
- Communicate with customers.
- Promote their brands.
- Sell products online.
- Provide customer support.

D. Entertainment

Digital media provides entertainment through:

- Movies
- Music
- Video games
- Streaming services
- Social media content

E. Information Sharing

News, information and ideas can be shared with large numbers of people almost instantly.

F. Creativity

Digital media gives people tools to create:

- Artwork
- Videos
- Music
- Animations
- Websites
- Presentations

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3. Creating Digital Content

Digital content creation is the process of producing information or materials in digital form.
The process usually involves several steps:

Step 1: Plan
Step 2: Create
Step 3: Edit
Step 4: Publish or Share

Editing Digital Content

Digital content editing is the process of modifying digital content to improve its **quality, accuracy and appearance**.
Different types of content require different editing tools.

Content	Common Editing Activities
Text	Correct spelling, grammar and formatting
Images	Crop, resize, rotate and adjust brightness
Audio	Cut unwanted sounds and adjust volume
Video	Cut clips, add transitions, text and sound
Graphics	Change colours, shapes, fonts and layouts

Examples of Digital Editing Software

- **Microsoft Word** – editing text and documents.
- **Canva** – creating and editing graphics.
- **Adobe Photoshop** – editing images.
- **Adobe Premiere Pro** – editing videos.
- **Audacity** – editing audio.
- **Microsoft PowerPoint** – creating presentations.

Qualities of Good Digital Content

Good digital content should be:

- **Accurate** – information should be correct.
- **Clear** – easy for the audience to understand.
- **Relevant** – related to the intended topic.

- **Attractive** – should have a suitable visual appearance.
- **Original** – should not improperly copy another person's work.
- **Engaging** – should capture and maintain the audience's attention.
- **Accessible** – should be usable by as many people as possible.