**Creative Digital Media Production Unit 1: Lesson 1**



What does the term media mean to you?

*Media to me means that you make movies in different parts of the globe and you edit them to make it look realistic. It also means that you find adverts online. It also means a digital product that is made to make a profit.*

Write down the official definition of the term media...

*Products made for mass, audience and consumption. A mean of communication, such as radio, television, newspapers, and magazines, that reach or influence people widely.*

Make a list of all the different media sectors you can think of...

|  |  |  |
| --- | --- | --- |
| Video games | Art | Photography |
| Magazines | Feature films | Graphics/motion graphics |
| Digital Media | Animation | Music |
| Social Media (Web 2.0) | Posters | Books |
| Advertising | Podcasts | Radio |
| Websites | Apps | Newspapers |

In each sector can you identify two examples of products (use images where you can)?

|  |  |
| --- | --- |
| Sector | Product |
| Animation | http://www.everythingpixar.com/uploads/3/8/2/4/38249737/9213755_orig.jpgFinding Dory (2016) |
| Podcasts | www.bbc.co.uk/podcasts |
| Radio | http://336fcc281d9fb3480f2a-0af712088f38ef5910226b2ecb408482.r82.cf2.rackcdn.com/img-1908-3-1424183977.jpgKISS FM UK |
| Websites | www.disney.com |
| Posters | http://spyrestudios.com/wp-content/uploads/3d-movies/05-3d-movie-posters.jpgMovie posters |
| Music | Michael Bublé |
| Video Games | http://cloud.attackofthefanboy.com/wp-content/uploads/2016/06/Just-Dance.jpg?ee7db4Just Dane 2017 |
| Apps | https://www.youtube.com/yt/brand/media/image/YouTube-logo-full_color.pngYouTube |
| Books | http://www.ew.com/sites/default/files/1467898733/Wimpy-Kid-Book-11-GalleyCat.jpgDiary of a Wimpy Kid |
| Art | Andy Warhol |
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Often, digital media sectors do not exist independently. They often overlap and are connected. This is referred to as synergy.

What are the benefits of synergy?

1. *Better Products*
2. *Bigger profits*
3. *Better distribution*
4. *More ideas*