


**What is the exact meaning of electronic media**

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## What is the exact meaning of electronic media

The term **digital media** is everywhere; You may have seen ads for a **Grad of Masters in digital media** or an **Certified in digital media**. But, what is exactly the digital medium, and it is worth learning more about? In a world where almost everything is digitizing and people spend an average of seven hours a day using the Internet, digital media are becoming more important than ever. It is likely that you spend a significant amount of time each day interacting with digital media. In fact, when reading this article, you are interacting with digital media. An image showing different types of digital media. Source: Pixabay. Definition of digital media to define digital media, we can start looking at the same time. **Digital** is defined as any data represented by a series of digits (1 and 0). **Media** refers to a diffusion or information communication method. Therefore, in terms of lay, digital media refer to any type of information that transmits us through a screen. This information can be found on websites or in applications, software packages, videogames and more. You could think that this makes digital media a very broad, and you have reason. In practice, almost everything that accesses through a digital device can be considered as digital media. However, then we offer some more specific examples so that the concept is more concrete. If you are thinking about studying digital media, it can be useful to reduce in what area of this spacious field you would like to specialize. Examples of digital media Digital media can be designed in many different ways. We can think of it in terms of its purpose, the device in which we access, or when our senses we use to perceive it. Here, let's present some different types of media that are divided into categories. Audio Audio Audio Formats refers to the digital media we hear. We can listen to audio via online streaming, or listen to .mp3 or .mp4 files (among others) offline. SomeDe Digital Audio includes: Songs produced for video transmission sites (e.g., youtube) Songs that are sold digitally (through markets such as iTunes and Google Play) Video or computer game SoundTracks Audio broadcast via the Internet (VoIP) A man listening to digital audio. Source: pexels. The video is visual and auditory. Like audio, you can access both online and offline. Here are a few examples of digital video: videos produced for the movies of video streaming sites that can be transmitted or downloaded from the live Internet video (e.g., webcam chats or online conference) you can watch online or offline digital video. Source: Pixabay. Photos / illustrations Photos and illustrations can be found everywhere on digital devices. This type of static media is an essential part of the user interfaces of computers, phones and tablets. Just take a look at your computer's desktop: each icon is a small illustration. In addition to the digital device interface, photos and illustrations are also distributed along the Internet. They are: they are used to illustrate blog posts and items sold as independent digital art pieces used as part of the website and the software interface designs an example of icon illustrations, which can be part of a user interface. Source: Pixabay. Text Most digital media include some type of text. Text allows you to navigate through the user interfaces of digital devices and software packages. Online, search engine trackers use text to help you locate web pages. The digital text can: Help you navigate a website inform or entertain you, as part of a blog post or article, explain how to use a piece of types ofSoftware now that we have some examples of digital media in format terms, allow us to move and discuss some different types of content. While "Format" has to do with the way we experience a piece of media, "type of imponse" refers to what media is used. "Ebooks, an electronic book is a book published on a digital digital This could mean anything, from a 10-page PDF on weight loss to a piece of literature sold digitally and accessible through an e-reader. Electronic books serve many different purposes. Some types of short commercial e-books, such as white books, demonstrate the experience of an organization in a given subject. Others, such as the weight loss ebook mentioned above, serve as lead magnets in digital marketing (release for free in exchange for the reader's email address, which can then be used for marketing purposes). But many ebooks simply serve for the same purpose as regular books: they are meant to be read and enjoyed, using an e-reader or other digital device. This type of e-book is sold in markets like Amazon Kindle Store. Posts/Articles Blog and articles entries are other types of digital media. They are shorter than electronic books, you can access online, and you can usually read in five to 20 minutes. The purpose of a blog post or article is to quickly inform the audience about a particular topic. They can be written by: A personal blogger A journalist A social media company Popular social networks include Facebook, Twitter, Instagram and LinkedIn. On social media, anyone can publish content. Social networks are used: For individuals, to share content with friends and family By trademarks, to advertise their products and communicate with customers By media companies, to share their articles and engage in dialogue with readers Advertising Online advertising is another example of digital media. Some types of digital media ads include: Web site banner ads Video ads Social media ads Digital Art Some digital media creatorsIllustrations, videos, music or photographs as an art form. Digital art can be sold or monetized in markets such as Getty Images (photos), iTunes (music) and YouTube (VÁdeos). Videogames Videogames are designed for the entertainment of the people. Normally they are played on a game console, although some types of games games is also played on a computer, tablet or smartphone. A video game incorporates many types of digital media, including art, text and video. Virtual Reality Finally, a new type of digital media that is becoming increasingly popular is virtual reality. Virtual reality involves carrying a headset and seeing an immersive digital experience. This experience can include highly realistic colors, sounds or graphics and video. A woman experiences virtual reality through a headphone. Source: Pixabay. Exploring the Digital Media Industry Now that we've talked about the different types of digital media, you might wonder what all this means for your career. How to fit into the digital media industry, and what kind of skills are required for digital media professionals? As we have explained above, "digital means" is a very broad term, which covers many different types of content. However, digital media professionals often work in specialized fields. These are just a few examples: UX Designers UX designers help make products, including digital media products such as websites and applications. As a UX designer, you could be responsible for creating cable frames — lines that show how the final product will be and how it will be organized. You can also be responsible for conducting user research to understand how your customers use your product and what their needs are. Content creators As a digital content creator, you can write blog posts and web text, sell photos and illustrations, create social media content or make videos for a streaming website. Content creators can have work titles such as: Developers develop digital multimedia technology, such as the back end and the front endweb, applications, software packages, and more. By using the writing code, they help create the infrastructure on which the visual media are displayed. Developers write code to create digital media products. Source: Pixabay. Project Managers Project managers are responsible for attracting you together. your job is to manage the overall function of the project team, to coordinate the activities of designers, developers, content creators, and other team members to create a finished digital media product. Project managers need excellent organizational skills. they are responsible for maintaining a vision of the project's birds, meeting timelines and mediation among workers with different personalities and skill sets to ensure that the project is completed to specifications, and on schedule. if you are interested in working with digital media, it is a good idea to reduce your goals. What aspect of digital media fascinates you more: is it creating content, developing technology, which represents users, or manages the whole process? you can also think about what kinds of media interest you. Do you prefer to work with video games, websites, applications, software packages or virtual reality? By defining so areas of interest, you can begin to build a career that suits so desires, as well as the current needs of the market. Are you curious about what makes users register? take a look at ux bootcamp de springboard, oted will have your own personal mentor and a career coach to help you launch an exciting career in the experience of the user.

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