

WHAT IS DIGITAL MEDIA DESIGN?

Digital media design is a combination of creative talent and skill that can be used to produce attractive visuals onscreen such as animations.

Digital media design can also be the use of binary digital form that is a carrier of advertising.

ARTICLE

Visual communication design of digital media In digital advertising

H Li-Journal of contemporary Educational Research ,2021-ojs.bbwpublisher.com

REFERENCE

Lu W,2020,on the Embodiment and Application of Digital Media Technology in Visual Communication Design .Satellite TV and Broadband Multimedia, 508(003):200-1.

HISTORY OF DIGITAL MEDIA DESIGN

Due to continuous development in digital media design,great changes have taken place in the media advertising industry.

For example if we are to look back when button phones and punch card machines were commonly used to now when people have upgraded to iphones,personal computers.it shows a lot of progress and how far we have developed digitally.

The development of digital mode paved way for the internet and all digital media which made both visual and verbal communication easier.

We can also observe how digital mode also paved way for the development of computers where we see different computer generations starting from the abacus.computers were developed and updated over and over in order to find the right one that could handle the digital media design process.

With this developments,students are able to deepen their understanding critically whereby they analyse digital communication ,media and understanding.

ARTICLE

A history of digital media :An intermedia and global perspective

G Balbi ,P Magaudda-2018-taylorfrancis.com

REFERENCE

Abbate,J.(1999).Inventing the internet.Cambridge , MA The MIT Press.

Agar,J (2003).the government machine :a revolutionary history of the computer.Cambridge,MA:The MIT Press.

MAJOR DIGITAL MEDIA PLATFORMS

Instagram

Products and services that are visually appealing are displayed on Instagram by different people all around the world. It doesn't necessarily only favor products, even pictures and videos of several people are displayed which in return gains them likes and comments.

Attractive photos of food for example are displayed which grabs the audience attention.

Marketers are able to interact with their customers through sharing videos and photos.

ARTICLE

How Instagram can be used as a tool in social network marketing

Lim Sook Huey, Rashad Yazdanifard

Kuala Lumpur: College Of Art And Technology –(SNHU) Program HELP, 2014

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Bergstrom, T. & Backman, L. (2013). How the utilization of Instagram builds and maintains customer relationships. *marketing and FR in social media*

Costill, A. (2014, January 16). 30 things you absolutely need to know about Instagram .

YouTube

Youtube brings out the influence of video content on the audience. If the content is good the viewers simply subscribe to the channel. Videos such as beauty tutorials, cooking tutorials, music videos, trailers are all available which makes youtube one of the biggest media platforms.

Youtube shows how a video could be used as a channel of communication to address a community.

In addition, it shows many ways of creating business opportunities.

ARTICLE

The YouTube Reader.

Pelle Snickars, Patrick Vonderau

Kungliga biblioteket, 2009., p. 511

LinkedIn

LinkedIn enables people connect with other businesses which improves marketing.

Twitter

Twitter keeps the masses upto date with the latest trends.it is the platform where news breaks first.

Twitter has increasingly influenced itself in daily life regardless of ones location in such a way that people post tweets everyday for example kefas brand Uganda.

ARTICLE

Twitter

D Murthy-2018-igi-global.com

Dhiraj Murthy Polity Press,2018

Dhiraj Murthy Polity Press,2013

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Jurkowitz ,M.,& Vogt,N.(2013,July 17)

Facebook

Facebook has a large platform that favours brand awareness that favours a variety of people.it also helps to connect so many people from around the world.

Facebook is mostly used compared to other social media platforms.it is mostly used for entertainment,socialization and emotional release functions.

ARTICLE

Challenges and OPPORTUNITIES of facebook as a media platform in Ethiopia

Journal of media and communication studies 6 (7) 99 , 2014

REFERENCE

Kaplan AM, Haenlein M (2010).Users of the world unite!The Challenges and Opportunities Of Social Media.Business Horizons 53(1):59-68

CURRENT TRENDS IN DIGITAL MEDIA

Short form videos content like tiktok ,Instagram reels.this mainly for media popularity and likes.

Live streaming which eases interaction with viewers.

Podcasting

ARTICLE

Current trends in digital media :How and why teens use technology

Yolanda Linda Reid Chassiakos ,Margaret Stager.

Technology and adolescent health ,25-56,2020

WHAT IS MY UNDERSTANDING (OPINION)OF DIGITAL MEDIA DESIGN IN THE CURRENT DIGITAL ERA?

Due to my exposure to various forms of digital content,I think I have a strong understanding of digital media design.with the use of social media platforms,I am able to engage with digital media on a daily basis.

Since user friendly design tools and software are accessible ,I am able to appreciate creative and appealing content from poorly done ones.All this enables me to appreciate digital literacy.

In conclusion,due to exposure I am able to create appealing and creative content .

WITH RELEVANT EXAMPLES,SHOW THE RELATIONSHIP BETWEEN DIGITAL MEDIA DESIGN AND THE COURSE YOU ARE UNDERTAKING AT MUK (BIAD,BFA,BVCM)

Digital media design and BVCM are closely related as they both involve creativity and visual communication with skill. Both involve the use of elements and principles such as composition,perspective which are applied when using software tools to create content.

In BVCM,we learn how use several softwares such as Adobe illustrator to produce visually appealing content.

BVCM as a course may also incorporate digital media techniques such as animations.

In conclusion,the relationship between digital media design and BVCM lies in their shared focus in creativity as discussed as above.

WHAT ARE SOME THE ETHICAL CHALLENGES ASSOCIATED WITH DIGITAL MEDIA DESIGN IN UGANDA?

Failure to meet deadlines .some designers fail to do work for the proper estimated time and end up using short cuts that leads to production of immature work that doesn't satisfy the customers.

Infringement of copyrights as a challenge.some clients expect designers to use and produce unethical work from unethical procedures.

Misinformation and fake news.Designers should be cautious about spreading fake news through their digital media designs because they have a responsibility to verify the accuracy of the information.