**Digital Technologies**

**Describe technologies in the creative media industries**

Photoshop – to optimise images

Illustrator – create logo

Final Cut Pro/Premiere/After Effect – edit video

Audition – sound editing

InDesign – wireframe

WordPress – Blog

Animate ­– animation

Word/Text Editor – text editor

Github – coding

Dropbox – cloud storage service

Notepad++ - enhance text editor for code

YouTube/Facebook/Instagram – social media platforms to promote webpage

Speedtest – check website speed

Color Contract Checker – check accessibility needs (webaim.org)

SEO tools – evaluate site ranking on search engine

Screen Fly – how website will look on different devices

Choose 5 technologies that relate to web development and what stage you would use for developing website

**Web Designers**

Web Designers uses a variety of tools to create a website. Before designing and launching the website, web designers may use **Microsoft Word**, which is a text editor in order to write and edit the brand values and the goals the company want to achieve for the website and create content for the website. To create the structure of the website, web designers may use **Adobe XD** which is a user experience software which supports vector design, wireframing and simple interactive prototypes. For transferring files and graphics web designers may use **Google Drive,** which can transfer and save large file in a cloud system. This can be easily shared via e-mail, back-ups documents on portable devices e.g. USB sticks and has secure saving. In order to make the website readable on any screen size across all devices, web designers may test their website on **Quirktools.com/screenfly**. Finally, once the website has launched web designers can use analytics tools such as **Google Analytics** which tracks and reports website traffic.

**Graphic Designer**

Graphic designers use visual arts, typography and page layouts techniques. During the beginning, graphic designers may use software such as **Photoshop** in order to manipulate images and colour correct. Graphic Designer may also use **Illustrator** if they want to draw and create their own graphics and/or logo. Illustrator specialises in vector drawing which allows designers to create high quality work that can be scaled up and down without losing quality. Another program designer might use is **InDesign** which allows them to create and edit all types of visual material. With InDesign, you can design everything from postcard to books. Designers can also use **DreamWeaver** for web development, this software allows them to create new web content, manage existing sites and write and edit code. To promote their design, they may use social media where they can upload their recent work for instance **Instagram** and **Tumblr.**

Photoshop

Illustrator

InDesign

Dreamweaver

Instagram