Critical Thinking Questions

1. What do you think digital media will be like in 25 years?
2. Imagine that you are a digital media professional working on a team of a dozen people to create a social media marketing campaign. Which technology would you choose to use to communicate with your team? Why would you choose it?
3. Imagine that you were looking to hire a digital media professional. What would you look for in their resume?
4. It can be difficult to convince people that it is worth the effort to protect their digital privacy. What would be the most effective way to convince people how important this is?
5. You have a technical interview for a new position in digital media. One of the questions you are asked is this: "A client asks your advice as to whether their promotional video should be fixed or streaming and confesses that they aren't entirely clear on the difference between the two. What would you advise them and why?" How would you respond to this question?

UNIT 1: LAB

The Benefits of Digital Life

In this unit, you learned about how digital media has developed, how it impacts our daily lives, and some of the challenges associated with developing and distributing it. In this lab, you'll apply some of that knowledge to your own life. You'll review your own use of digital media in various forms and how that benefits you.

The Benefits

Since the digital revolution in the early 2000s, digital media has become quite personal. As you learned in the unit, interactivity came on the scene with Web 2.0, and that made it possible for everyone to create and share their own digital media.

How has your own use of digital media developed over time? How does the digital revolution benefit you? Or in other words, what forms of digital media do you consume on an everyday basis?

Answer these questions by **creating an image—a poster** or an **infographic**. You can draw this image by hand and then take a photograph of it and submit that, or you can create your image with an online program like **Canva** (we'll be using Canva in a later unit, so if you want to get ahead, it's not a bad idea to create your free account there now and get started). You'll even find templates on Canva to help you to create an infographic or poster.

Give your image a title—(make that title part of the image itself). It should be something like "My Digital Media History" or 'The History of My Digital Media Development." The purpose of the image is two-fold:

1. Identify and illustrate specific types of digital media (both different file types and networks) that you have encountered as your digital life has developed over time.
2. Identify and illustrate moments from your life when you started using a specific form of digital media.

Here are some things you might want to include. This is not an exhaustive list—just use it start thinking about what elements to include in your image.

Types of digital media	Moments from your life – your age when you:
• software and apps	• first played a video game
• digital text	• first used a smartphone
• digital images	• owned your first smartphone
• digital video and film	• started taking photographs on your phone
• digital audio	
• video games	• started learning to program
• animation	• started watching TV shows
• web pages and websites	• started using the internet
• social media platforms	• made your first social media account
• Wi-Fi access of images, TV shows, films	• understood what Wi-Fi means and used it on a device
• online databases	
• e-Commerce	• first purchased something online