# Change… The Necessary Evil!

1. How do you see yourself being a change agent... or not?
2. What technologies do you think will have the biggest impact on your careers in the next 5-10 years?
3. How do you continue to be a change agent as the technology changes?

Change… no one likes it but without it we will never grow. As part of the digital media world I want to be part of implanting changes that will ultimately help make our jobs easier. Believe it or not there is actually word for people like me… Change Agent. A change agent is someone who is willing to fight for and implement the best practices for their chosen profession.

I personally see myself as a change agent. I go into an environment, I see that something could be done more efficiently and I will want to fix it. When I was a computer programmer one of my biggest pet peeves was PROGRAMMERS REFUSE TO DOCUMENT. OMG… That drove me up the fricken wall. I can’t tell you how many times I would have to inspect someone’s code for a rewrite and after going through page after page of code and no notes what so ever explaining what the purpose of each segment was doing. I swear I was about to kill them all

My point is, because of the lack of documentation, many wasted hours were spent trying to decode the code, to only end up having to scratch the whole thing and do a complete rewrite, which was more time and money. And when you asked the said programmer why the lack of documentation, the primary response…they didn’t have the time besides they would remember. No they don’t remember.

This is just one small example of why it is important to be an advocate for change. Programmers refusing to document ends up costing them, other programmers, companies, and finally the consumer to pay more for that product.

I don’t mean to pick on programmers because graphic artist are just as bad. We want to make things pretty and beautiful and we end up forgetting that we are providing a product for a user and we need to take into account their needs and wants. If a designer isn’t required and or doesn’t see the benefits of using the web development lifecycle then they end up having to redo a lot of their work because they will find that the product they delivery isn’t the product that was requested of them.

It is so much easier to just stand by and complain about how no one is using proven methods that work to save time, money, and a lot of headaches. Believe me I know. I’ve been a complainer and a fighter and as a fighter it is so much harder but in the end it is worth it

One of more memorable moments fighting for a change in my office was when I tried to convince my supervisor that we needed to start using the change management system. We argued for what seemed like hours. At the end was literally standing up on a desk and with a slightly raised and frustrated voiced tried to explain to this man just how important it was for us to use this process. How it would save the programmers and managers so much time. We could track all the changes, what changes still needed to be done and we could avoid rogue changes being made. I mean there were just so many benefits and hardly any drawbacks, but it didn’t matter. I lost the battle that day, but within a year CM was being used by everyone in our building. The war had been won… until the next needed change… ☺

So did my little escapade help? I honestly can’t say. What I can say is I’m glad I stood up for the changes that would make my job as a programmer so much easier. Any kind of change is a battle, weather if it’s for personal or professional reasons. I don’t know too many people who like change but it is a necessary evil that helps to make our job and life better.

## Impact of future technologies

I have absolutely where the future of digital media is headed. If you watch sci-fi movies we could ultimately end up with a chip in our own brain and be plugged into the net.

Or we could create a virtual reality that is so realistic we rather live there than out here.

Or there is the scenario where technology has grown so out of control that governments can’t control it much less contain it.

I do know that security will be a major issue; it’s an issue now and will only get harder and harder with each new breakthrough. I think the software programs like Photoshop, illustrator, and blender, just to name a few, will become more complicated to use. Too many people like the look and feel of the virtual reality worlds that we create. They are going to have to keep improving their products in order for us to produce the quality of digital media that the public expects from us.

Regardless of where our technology takes us, it is our job to fight for changes that will help make our jobs easier and better and still allow us to do what we do best… Create