GIT is primarily used to share code between developers. It facilitates collaboration on projects in a way that similar services like Google Docs and DropBox can't. It's not good just for code, though, as evidenced by the fact that we're using it to share 3D models and image files. This flexibility makes it useful to any project, whether it's code or not.

It also acts as a backup and versioning agent. Since every commit can be reverted at any time, that eliminates the need to keep multiple files saved on your local hard drive. And, should anything happen to your local repository, recovering your files from GIThub is easy.

One of the coolest things I've seen it used for is for open-source software development. The animation software I used in the Survey of Animation class (it's called OpenToonz) is one such open-source project on GIThub. This is a major benefit as there are always new features being added and old features are always being improved. This is standard with paid software, of course, but getting updates and additional features on free software is awesome, and it would be a lot more difficult to do that without the collaboration features of GIT.