

# Digital Media



## What is Digital Media?

**Digital Media is the digitized content that can be transmitted over the internet or computer networks. This can include text, audio, video and graphics.**

**The Digital Media industry has grown significantly and Northern Ireland has highlighted Digital Media as a key area to expand on and increase the amount of skilled individuals that work in the sector.**

**The IT industry is the one of the most innovative industries in the world and with this brings amazing career opportunities.**

## Common tasks involved in Digital Media:

**Technological knowledge and creativity are key skills associated with working in Digital Media as well as excellent communication skills.**

**It's not just technology organisations that employ digital media experts, finance companies, hospitals and creative industries also rely heavily on digital media professionals.**

## Daily duties would include:

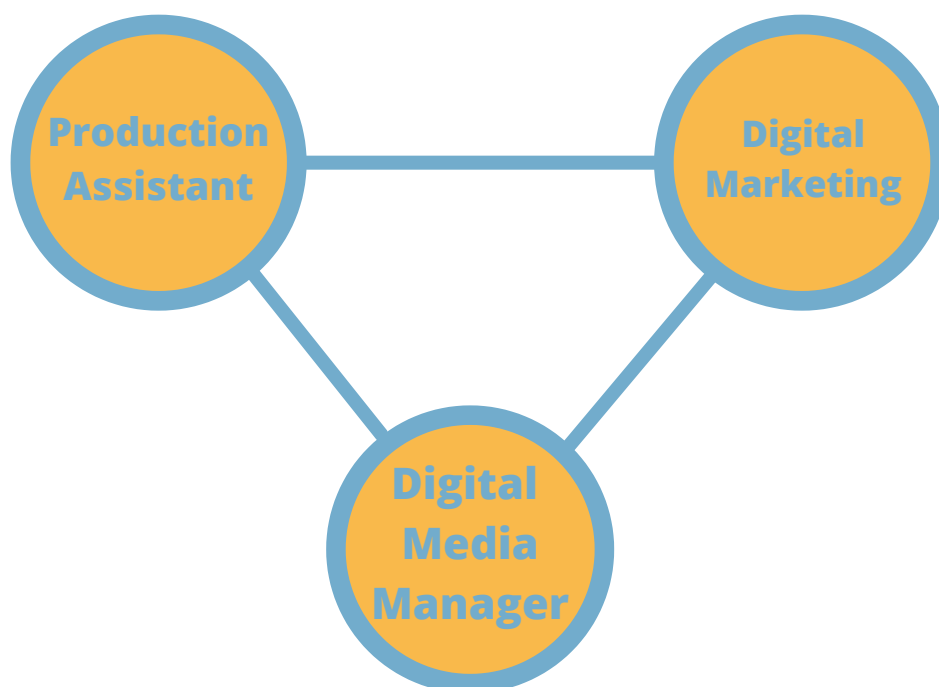
- Creation of digital content
- Production
- Creation of digital marketing strategies
- Film making

**Springvale offer a course for school leavers, who may have little or no knowledge in the digital media sector and would like a career in the industry.**

You will cover basic IT skills such as working with spreadsheets, power point and word processing. You will also cover social media, film, TV, animation, website, music and photography as well as creating and editing different types of media.

Projects involve short film making, building sets and scenes for stop motion animations.

## Career Opportunities



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