

DIGITAL MEDIA

FIDM's Just for Educators Career Facts & Figures



Definition:

FIDM (www.fidm.edu) Digital Media Chairman Gene LeBrock states that the FIDM program “trains students to blend sight, sound, and motion seamlessly into a digital media format, and that students learn all aspects of storytelling from producing to directing, sound design, digital compositing and editing.”

ConferZone (www.conferzone.com/resource/glossarycd.html) states that digital media “...refers to any type of information in digital format including computer-generated text, graphics and animations, as well as photographs, animation, sound, and video.

Florida’s digital media industry association, **Digital Media Alliance Florida**, (www.dmaflorida.org) defines digital media as “the creative convergence of digital arts, science, technology, and business for human expression, communication, social interaction, and education.



Wikipedia (en.wikipedia.org/wiki/Digital_media) provides the following list as examples of digital media based on a technical view of the term media:

- compact disc
- minidisk
- digital video
- digital television
- e-book
- video game
- Internet
- World Wide Web
- and many interactive media

Professional Skills, Proficiencies, and Competencies Necessary:

1. **Written Communication** – letters, memos, reports, presentations
2. **Analytical Ability** – complex problem solving, detail orientation, conceptual, spatial, math, design, industry specifications, trend, design applications, distribution analysis
3. **Computing Ability** – software and hardware technology applications and trends.
Software Applications such as Photoshop, Illustrator, After Effects, Motion, Shake, Final Cut Pro, Avid, Pro Tools, DVD Studio Pro, and Maya
4. **Oral Communication** – active learning, active listening, critical thinking, public speaking
5. **Artistic Appreciation** – print and non-print items
6. **Social Skills** - teamwork, coordination, motivation, negotiation, persuasion
7. **Systems Skills** - judgment and decision making, visioning, systems evaluation, multi-tasking, merchandising
8. **Resource Management Skills** - management of materials, people, and time

9. **Technical Skills** – 3D modeling and compositing, editing and sound design, digital film and video production, DVD authoring, web design/flash animation and trailer design,
10. **Business Practices** – retail, wholesale, entrepreneurial
11. **Information Literacy/Research Skills** - focused on historical and current industry trends and design elements

Digital Media Career Options:

Entry Level (under 3 years)

Assistant 3d Artist

Assistant 3d Animator

Assistant Compositor

Assistant DVD Author

Assistant Editor

Assistant Effects Editor

Assistant Motion Graphic Artist

Assistant Sound Editor

Assistant Videographer

Mid Level (4+ years)

1st Assistant Director

2nd Assistant Director

3rd Modeler

3rd Artist

3rd Animator

Associate Producer

DVD Author

DVD Designer

Motion Graphic Artist

Segment Producer

Senior Level (10+ years)

Potential Employers

Director

Movie Studios

Executive Producer

Television Networks

Senior Editor

Cable Networks

Senior Sound Editor

Industrial Video Production Companies

Senior Videographer

Music Houses

Senior Motion Graphic Artist

Sound Houses

Senior Title Designer

Post-Production Houses

Senior Web Designer


Producer

Videographer

Digital Media Industry Employment:

The United States Bureau of Labor Statistics Career Guide to Industries—*Motion Picture and Video Industries* (www.bls.gov/oco/cg/cgso38.htm) provides the following data:

Significant Points: “Keen competition is expected for the more glamorous jobs—writers, actors, producers, and directors—but better job prospects are expected for multimedia



artists and animators, film and video editors, and others skilled in digital filming and computer-generated imaging.”

Nature of the Industry: “The U.S. motion picture industry produces much of the world’s feature films and many of its recorded television programs. The industry is dominated by several large studios, based mostly in Hollywood. However, with the increasing popularity and worldwide availability of cable television, digital video recorders, computer graphics and editing software, and the Internet, many small and medium-sized independent filmmaking companies have sprung up to fill the growing demand.”

Employment: “In 2004, there were about 368,000 wage and salary jobs in the motion picture and video industries. Most of the workers were in motion picture and video production. Most motion picture and video establishment employ fewer than 5 workers. Employment in the production of motion pictures and other films for television is centered in Los Angeles and New York City.”

Occupations in the Industry: “Jobs in the industry can be broadly classified according to the three phases of filmmaking: Preproduction, production, and postproduction.”

Industry Outlook:

- o “Wage and salary employment in the motion picture and video industries is projected to grow 17% between 2004 and 2014, which is faster than the 14% growth projected for wage and salary employment in all industries combined.”
- o “Computer specialists, multimedia artists and animators, film and video editors, and others skilled in digital filming, editing, and computer-generated imaging should have the best job prospects and industry opportunities.”

Digital Media Industry Statistics:

- **Advisory Committee to the Congressional Internet Caucus Internet Statistics & Reports**
www.netcaucus.org/statistics
-- regularly updated research
- **Business Statistics on the Web**
www.berinsteinresearch.com/US_stats.htm
-- compilation of general and specific statistical internet sources
- **InfoCommunications and Media**
www.sedb.com/edb/sg/en_uk/index/industry_sectors/infocommunications.html
-- global hub for fast facts in the digital media industry
- **Interactive Digital Media Industry Profile**
www.omdc.on.ca/English/page-1-1327-1_sc1713.html
-- employment, economic impact, and industry research
- **Plunkett's Entertainment & Media Industry**
www.plunkettresearch.com/Industries/EntertainmentMedia/tabid/199/Default.aspx
-- market research, business trends and statistics analysis, and business development support.
- **Digital Media Net Publications by Market Segment**
www.digitalmedianet.com
-- production and post, broadcast portal, professional audio, animation, imaging/design, CAD/CAM/CAE, DVD production, etc.



Professional Organizations & Associations:

The Academy of Interactive Arts & Science - www.interactive.org/index.php

Digital Media Association - www.digmedia.org

The DVD Association - www.dvda.org

Entertainment Software Association - www.theesa.com

International Game Developers Association - www.igda.org

International Webmasters Association - www.irwa.org

Motion Picture Editors Guild - www.editorsguild.com/v2/index.aspx

Motion Picture Sound Editors - www.mpse.org

The National Association of Photoshop Professionals - www.photoshoper.com

Siggraph - www.siggraph.org

Society of Motion Picture and Television Engineers - www.smpte.org

Webgrrls International - www.webgrrls.com

World Organization of Webmasters - webprofessionals.org



Student Competitions – FIDM:

National Scholarship Competition: Six [6] one-year scholarships to attend FIDM/The Fashion Institute of Design & Merchandising. Scholarships are available to High School students. The deadline is April 30th of each year.

- Fashion Designer of Tomorrow
- Fashion Merchandising Executive of Tomorrow
- Graphic Designer of Tomorrow
- Interior Designer of Tomorrow
- Visual Designer of Tomorrow
- Digital Media Artist of Tomorrow

See **For Your Students** for additional student scholarship opportunities.
educators.fidm.edu/educators/student-services/fidm-scholarships.html