

An Introduction to CTEC Digital Media



Objective: to build the creative, technical and analytical skills needed for success in Digital Media (planning, creating, reviewing media products).

Task 1: Name at least one favourite in each category

Film	TV/Streaming	Social Media	Videogames
Music	Websites/Apps	Influencers/Creators	Podcasts/Radio

Extension:

How do you access media most often (phone, console, laptop)?

What does this suggest about modern audiences?

What is Digital Media?

Digital Media is about:

- Creating products (graphics, video, websites)
- Understanding **audience needs**
- Using **software and planning tools**
- Evaluating your work like a professional

Task 2: Visual Media – Film poster



1. What are denotations of the film poster?

2. What are connotations of the poster?

3. Who is the target audience for this film?

4. What is the purpose of this poster? How does it achieve its purpose?

Task 3: Production Task: Create your own **poster** for:

- A new videogame or film

Include:

- Title
- Tagline
- Image
- Target audience

Draw it in the space below or use Canva, Photoshop, or PowerPoint

Social Media & influencers

Task 4: Choose a YouTuber / TikToker / Instagram creator.

Answer the following questions:

- Who is their audience?
- What type of content do they create?
- How do they engage fans? (comments, likes, shares)

Task 5: Plan your own social media brand

Use a PowerPoint to create your ideas containing the following:

- Name
- Content type (gaming, fashion, comedy, etc.)
- Posting ideas (3 posts)

Extension: How can you make money from this?

Audio Media (Podcasts/Radio)

Task 6: Choose a podcast or Radio show.

Use a PowerPoint to report your research into the following:

- Who is it aimed at?
- What topics are discussed?
- How do they keep the audience interested?

Task 7: production task

Plan a short podcast episode including the following:

- Title
- Host(s) and guest(s) if relevant
- Topic
- 3 discussion points