

# Digital Media 101

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# Why Digital Media?

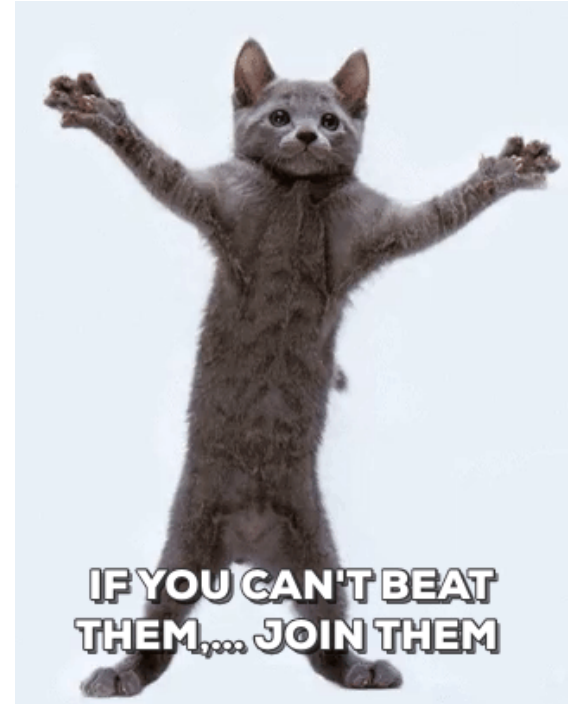
## Affordances

Web platforms and social media offer a plethora of affordances at a low cost: video, audio, and text production

This reaches a wider audience

## The Market

Journalism is a competitive market



# Trends to Buy Into

## Video + Words

According to data on Facebook, you have about 3 seconds to get a viewer's attention on social media

Introduce a story



# Groups Taking Over the Digital Media Market

**BuzzFeed**



# Podcast Design

**Design**

Simple

User- Centered

Available offline

MetroPCS LTE 10:34 PM 28%

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CLEAR ALL ✕

Arts ✓

Books & Literature ✓

Business ✓

Education ✓

Environment ✓

Food ✓

Health ✓

History ✓

MetroPCS LTE 10:34 PM 28%

✕

I like Books & Literature, Business, and Education. + 18 more.

40 minutes

+

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BACK REFRESH

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Latest Newscast From the WNYC Newsroom ✓  
Today, 2 min. ⌚

NPR Newscast ✓  
Today, 3 min. ⌚

Broadway's 'Hamilton' Makes Its Way Into NYC's High School Curriculum ✓  
Morning Edition  
April 14, 2016, 4 min. ⌚

NJ to Port Authority: We're Going to Make

## Is it Expensive?

- Only if you don't know what you're doing
- Worth the investment

