

GETTING STARTED IN DIGITAL MEDIA



“THERE’S
ALWAYS
ROOM FOR A
STORY THAT
CAN TRANSPORT
PEOPLE TO
ANOTHER PLACE.”

J.K. Rowling
Author

CONTENTS

4 A Career in Digital Media

6 Career Options

9 What's Next ?

10 Get Inspired

12 About ADMI



A CAREER IN DIGITAL MEDIA



As a digital media student, you'll follow in the steps of outstanding digital media experts who have found success as writers, reporters and editors with newspapers, magazines, non-profit organizations, corporate communication departments and creative agencies. With strong writing and digital media skills, you will find positions at daily and weekly newspapers, on magazine staffs, in television news and sports departments, in radio sports departments, in corporate communication, in political communication, in public affairs writing for government agencies, and in nonprofit fundraising. A digital media course has proven to be excellent preparation for graduate study in communication, business administration, public administration and law.

According to Ad Age, the United States had 117,100 Internet-media jobs in July 2012, compared to just 76,800 in December 2007. Moreover, at some of the digital natives, the rate of hiring has been explosive. Two years ago, BuzzFeed had about a half dozen editorial employees. Now it has at least 170. Three years ago, Bleacher Report had no paid writers; now there are about 50. The rapidly expanding global Vice Media operation has already hired 48 more staffers in the U.S. this year alone.



AS A DIGITAL MEDIA EXPERT YOU WILL SPEND YOUR DAY ...

- Reading documents, observing events and interviewing subjects.
- Making sure that the information you use is accurate.
- Writing stories as agreed upon on by the team on the editorial calendar
- Making your stories available to the public through multiple media, newspaper, television, radio and the internet.
- Studying the pulse of the people through social media.
- Creating a website.

WHO WILL BE YOUR EMPLOYERS?

- Media houses.
- Online magazines.
- Advertising agencies.
- Internet and software development companies.
- Small/medium/large organizations and companies.



CAREER OPTIONS



BLOGGER

If you're a great writer and the concept of working from home whilst making money fascinates you, you should consider a career in blogging.

As a professional blogger you will be primarily responsible for conceptualizing, writing, editing and promoting the content of a corporate or personal blog. Just a few of the most popular blog categories include fashion, travel, food, music, photography, weddings, celebrity news, real estate, cars and beauty.

Whether you're in charge of a personal blog or a corporate blog, your core duties are essentially the same: you must come up with post ideas, conduct research for each post, write in an engaging and clear manner, check their work for errors, find relevant photos to include with the post and publish the post on a specific date. The main difference between corporate bloggers and personal bloggers lies in the chain of command. Whereas personal bloggers are self-employed and can publish any kind of content they wish, corporate bloggers usually report to higher level staff members, such as a content manager or communications manager, and must obtain approval for their content before it can be published.



CONTENT MANAGERS

Although it's digital instead of physical, a website is just like a book, newspaper, or magazine: Without words and pictures, it's just an empty page. A web content manager's job is to populate the Internet equivalent of a blank page.

As a content manager you will keep your company's online channels flush with content, from blogs to downloadable assets to YouTube or Vimeo channels. You will manage teams of writers, graphic designers, photographers, videographers, and editorial assistants, and they develop strategies for amplifying and distributing business content.

As a web content manager, you're the virtual version of a magazine editor or a newspaper editor. You accomplish your work by planning, writing, editing, and marketing website content – including articles, photos, and videos – with the goal of attracting and engaging online readers. Not to be confused with a web designer or a web developer, a web content manager doesn't create the website's look or structure, just the words and pictures that populate it.



ONLINE MEDIA

Online media refers to the reporting of national and international news via the Internet. Although it is similar to traditional digital media, there are several characteristics that distinguish one from the other. In online media, you will report news in real time, that is, as and when events happen. Various digital media elements like graphics, sound, animation, and motion video will be some of the mediums you will be using to report. It is more interactive, and online publications are much easier to access than print or broadcast publications.

Specialized training is very important in online media. You will need to be aware of basic reporting and investigative techniques. You also need to be well versed with web programming and HTML coding techniques that help in the production of web pages, digital audio, and video.

Although not mandatory, any kind of training, fieldwork, internship, or work experience can go a long way in giving you a definite edge over others in the occupation. It is a good idea to start doing freelance assignments while still doing your diploma course. This will lend more credibility to your resume.





WEB DESIGNER

As a web designer your main job is to design web pages. There is a lot to consider in the design of websites which may not be immediately apparent when looking at a webpage for the first time. The aesthetic aspect is an important one and selecting the appropriate colors, font, layout and images creates the whole personality of the website. In addition to considering aesthetic aspects, the usability of the website has to be a priority. It is important to create a page that your target market can relate to. As a web designer you will be in control of the entire website and must understand how to create the appropriate image while ensuring the website is easy to use and the information is easy to access.

Being a web designer who doesn't know code isn't as popular of a model anymore. It'll work much more in your favor if you can both design your site and create the HTML and CSS for it. Bonus if you know JavaScript too. It's important to understand the design limitations of the web, and one of the best ways to do that is to understand why the browser spits out your code a certain way. A lot of times, web designers are also front-end developers.



NEWSROOM BROADCASTER

As a news anchor you will present news stories on radio and television news broadcasts. You will also introduce reporters' videotaped and live reports, analyze and select stories, and interview guests.

Moreover, you can be called any time to anchor a program when there are very important news developments that come up. Since these happen quite quickly, there may not be time to prepare texts for you to read. You would then be responsible for giving a background of these news events even without texts prepared ahead of time.

You will conduct interviews with different personalities who have made it to the news. You must not be afraid to ask the hard-hitting questions and make the necessary follow ups if you feel that their queries have not been satisfactorily addressed.

When you are not on air, you will also have other responsibilities. You will look at news wires to keep yourself updated on the latest events and suggest stories that can be included in subsequent news programs.

WHAT'S NEXT?

What skills and experience do I need?



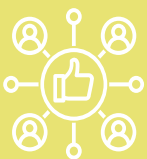
ORGANIZATION

A digital media expert needs to be highly organized with the ability to prioritize activities in order to reach across different platforms while meeting deadlines. Depending on the story or article, you may need to: Read and analyze different credible sources, interview sources or observe events. All these tasks must be completed in a timely manner in order to have the article or story available for readers as quickly as possible.



CREATIVE THINKING

Regardless of the type of story or article, you will need the ability to think creatively to communicate your story clearly. Creative thinking is especially important when piecing a story together in an informative manner while keeping the reader's attention. A digital media expert is basically a widely skilled storyteller. The more skills you obtain, the higher in demand you will be for employment. Technology will always continue to change and advance, so learning new skills or updating current ones will help you keep up with the all changes and give you the ability to have your story heard around the globe.



SOCIAL MEDIA

With today's advanced technology, news and stories go beyond newspapers, magazines, radio and television to a variety of social media outlets. The use of social media will allow your story to reach more readers across numerous platforms. You will need to know how each of these platforms works in order to utilize them to their fullest potential.



COMPLETE INTERNSHIPS

ADMI will require you to take part in the learn and work program which will enable you to gain work placement. This will be an opportunity to gain practical experience, to form professional relationships in the design community, and complete work suitable for presentation in their portfolio or design "book".

GET INSPIRED

SHARON MUNDIA

Sharon Mundia started blogging regularly three years ago, right after graduating from Monash University in South Africa with a degree in Marketing and Management. She had always had a passion for literature, even receiving a high school literary award, but practicality won out when it came to choosing an academic major.

Luckily for her, the background in marketing came in handy when she started to think of her blog, This is Ess, – which started as an online avenue for sharing little pieces of her life – as a platform on which to build her brand.

As her community of readers grew, companies sought her out to advertise their products. Initially, she would feature the free products she received from them without asking for anything in return. Blogging, however, took up time and energy.

She realized she would burnout if she couldn't make it profitable. Her parents, who were concerned about her, gave her a time frame to figure it out. The resulting sense of urgency compelled Sharon to rethink her approach to her blog and to start viewing it as a business.

Sharon had to first stop accepting freebies as payment for featuring products on her blog. "Imagine Company X chose to advertise at a media house– would they tell the media house: 'Can we give you five pairs of shoes to run this on your platform?'" she said. "They would never, so I started to think of myself as a platform for companies to share their product."

However, she is aware that a "don't accept freebies" policy might not work for every blogger. "It depends on where you are," she said. "If you're just beginning then you need some flexibility."

She then came up with a rate card for potential clients. The card clearly spells out the cost of featuring on her blog and social media accounts. As a rule, she gives this rate card to anyone she works with – including pro-bono clients – as a way of communicating the monetary value of her work.

In order to give her site a more clean and professional look, she started working with Victor Peace, a skillful photographer who now takes most of the pictures for This is Ess. For special projects, she also partners with Corrine Munyumoo, a hairstylist, and Muthoni Njoba, a makeup artist, who both ensure that she is camera-ready.

Last year, her blogging caught the eye of Capital FM, a leading Nairobi-based radio station that was getting into online content creation. She now shoots videos and writes articles for the station.

To prioritize, Sharon divides her day into neat chunks for each activity. During her most productive morning hours she is working on content for Capital FM. Afternoons are saved for emails, planning photo shoots and attending meetings.

(Source: sheleadsafrica)





ISHA SESAY

Isha Sesay is an anchor and correspondent for CNN International. A seasoned and award-winning journalist, Sesay has covered numerous breaking news stories and events of global interest. She anchored CNN's breaking news coverage of terrorist attacks in Paris in November 2015 on CNN/US and CNNI, which went on to receive the 2016 Royal Television Society Award for 'Best Breaking News Coverage.'

In 2014 she reported from Nigeria on the kidnapping of more than 200 Nigerian girls from a school in Chibok, and the subsequent social media campaign -- #BringBackOurGirls -- to find them. In 2015 CNN's coverage of this story was recognized with a Peabody Award, and Sesay received a Gracie Award for Outstanding Anchor - News or News Magazine for her coverage of these missing girls. She also covered the deadly Ebola outbreak in West Africa in 2014, interviewing a number of key officials about the crisis including Liberia's Vice President Joseph Boakai and President Alpha Conde of Guinea.

In 2013 she reported on the death of former South African President Nelson Mandela from both Johannesburg and Pretoria, South Africa. In 2012 she led CNNI's coverage of the United Nations General Assembly from New York, securing interviews with NATO Secretary General Anders Fogh Rasmussen and Organization of Islamic Cooperation Secretary-General Ekmeleddin Ihsanoglu. Having covered the 2008 Democratic National Convention (DNC) in Denver, Colorado, she traveled to Charlotte, North Carolina to report from the 2012 DNC as part of CNNI's coverage of the U.S. presidential race.

Her 2009 story for 'Inside Africa' on a group of young refugees -- mostly from Africa -- brought together on a football team in Clarkston, Georgia earned her a New York Association of Black Journalists award.

(Source: CNN)

ABOUT **ADMI**

Based in Nairobi, Kenya, the Africa Digital Media Institute (ADMI) is Eastern Africa's premier creative arts, media and technology training institution. With students, faculty and staff from over 10 countries, ADMI offers world-class training in Film & TV Production, Software Engineering & Design, Animation, Music Production, Sound Engineering, Graphic & Digital Design, Photography, Multimedia and Digital Marketing. ADMI provides an innovative platform through which the next generation of digital professionals and creative entrepreneurs get the training, mentorship and platform they need to turn their passion into a profession.

LEARN-AND-WORK MODEL

ADMI's learn-and-work model requires students to rigorously engage with and contribute to industry throughout their academic experience. As a student at ADMI, you will be able to participate in Industry events which will enable you to gain industry exposure and connect what you're learning in class to industry trends, while also building your professional networks.

Our Work Placement program will further enable you to use the skills you learn in class to produce professional products for the school's employer partners. You will be held to high professional standards in terms of your attitude, behavior and work quality. By the time you complete your final term of coursework, you will have completed several client briefs, equipping you with invaluable experience in animation and an impressive portfolio to boot.

DIGITAL MEDIA AT **ADMI**

ADMI's Digital Media programme teaches students how to craft compelling news stories and incorporate multimedia elements. The program trains students digital media experts in order to equip them with skills they need to deliver engaging content for today's quickly changing media landscape

Over the course of two years, students will learn how to create news for digital platforms, print, radio, and television; operate industry-standard audio-visual equipment; and, artfully use multimedia

elements to increase engagement. Students graduating from the programme will be equipped with the skills they need to thrive in today's multimedia newsrooms.



TO GET STARTED IN DIGITAL MEDIA AT **ADMI**

CLICK HERE



www.admi.ac.ke



[@admiafrica](https://twitter.com/admiafrica)



info@admi.ac.ke



25 Kenyatta Avenue
3rd Floor, Caxton House
P.O.Box 35447 - 00100
Nairobi, Kenya



+254 772 913 811
+254 706 349 696
+254 20 235 2221



africa digital
media institute