**Case Study and Digital Media Project / Product Anatomy**
How to learn to make successful digital media projects/products…

**Step 1** Review and internalize diagrams and information from lectures.

*They are useful to gain language for analyzing, planning & creation!*

**Step 2** Listen carefully to stories about **“the making of”** digital media.

**Step 3** You will usually hear that project/product success/failure

hinged upon degree to which **all of the factors** were well managed.

**Step 4** Paying **careful attention to all of the factors** in a project

can help you plan/make successful digital media projects with a lower

probability of being blindsided by factors you were not watching.

**Step 5** Beware! Bringing together traditionally “creative” fields

(like Art & Design) with Information Technology fields can lead to

great **benefits and innovation**, but it also leads to conflicts as well!