

Top 10 Skills Every Media Creator-Photographer-Filmmaker MUST HAVE to be functionally “literate”

- 1. SOFT PEOPLE SKILLS:** Collaboration with actors, directors, clients, models, techs
- 2. Learning to be functionally “fluent” with New Technologies on the job/spot ·**
- 3. Cinematography (an “eye”) of SHOTS (Letters and words, and language of**
- 4. Composition of a scene/act**
- 5. DIRECTORIAL/PRODUCER SKILLS: LEADERSHIP on set, field, stage, shoot**
- 6. Understanding Multiple Software · Systems**
- 7. Storytelling/Screenwriting for MULTIPLE AUDIENCES (and demographics)**
- 8. Editing story-narrative sequences for EMOTIONAL/DRAMATIC IMPACT on audiences**
- 9. Sound Editing and Recording**
- 10. Titles, Graphics, and Motion Graphics**
- 11. MARKETING & DISTRIBUTION skill sets across DIVERSE/CHANGING platforms, audiences, and geographies**

MARKETING and EMERGING/Social Media and Skill-sets and Fundamental Requirements to be functionally literate

- 1. SOFT PEOPLE SKILLS:** Collaboration with actors, directors, clients, models, techs
- 2. BIG PICTURE VISION** of effective campaigns and individual messaging w/in campaigns
- 3. PROFESSIONAL WRITING and EDITING** Skill sets across platforms, styles, and cross-cultural audience contexts
- 4. IN-PERSON and Digital/Virtual communication abilities**
- 5. NEW-EMERGING Technology skill learning and applications**
- 6. Creativity in PRODUCTION and PROCESS**

- 7. Multi-media Skill sets ACROSS MEDIA PLATFORMS (written, audio, visual, tactile, individual→mass audience)**
- 8. Collaborative work across networks and cultures**
- 9. INTELLIGENT Content Curation for diverse platforms, devices, and audiences**
- 10. Project management from START-FINISH-POST-ANALYSIS**
- 11. Analytics/Audience interpretations to RESHAPE and REFINE MESSAGING**