***Are you tech savvy? Prove it****.*

My major is Marketing, with a specialization in Mass Media, so I need to be very proficient in art programs, networking programs, and professional sites. Some of these I’m already proficient in, and some I know very little about. However, before my first job interview my goal is to be **conversant**, if not **proficient**. By conversant, I mean the ability to speak intelligently on the topic. I have researched my field and these are the minimum required programs and sites.

First, art programs. I’ve always been an artistic, **idea person** and learned InDesign to help my father do brochures for his business. There’s a new program called **Affinity Publisher** that is cheaper, and many say it’s better, so I am mastering that. There are differences, but many similarities, for example the commands. I know **Powerpoint** and **Keynote**. Finally, after making the graphics on **Affinity**, and putting it into presentation form on **PPT** or **Keynote**, I need to put it on video with **Apple Movie**. That’s my next project, making professional looking videos.

Second, networking sites. **Facebook, Twitter** and **Instagram**. Honestly, these are not my strong points. I’ve been studying for three years, not texting. However, these programs are kind of the **lingua franca** of business (and social) communication. If you go to most business sites, at the bottom are links to those three companies. Personally, I do not like being **tracked**, and that’s another reason why I don’t know those programs well. But, as they say, **When in Rome**, **do as the Romans do**. And, since I’m going to be the business world, I’ll **go with the flow**.

Third, professional sites. **Linkedin** is kind of like **Facebook** for business. I suspect each of them has spies to find out what new features the other is coming out with. **Linkedin** users are grouped by similar job and fields. Thus, when you search for one tech teacher in China, you will also see dozens of similar teachers. This is very **handy** for compiling a data-base. Finally, **YouTube**. I think it changes education and entertainment. You can find videos on anything (How to make a resume) and you can make your own channel for sharing your information.

As with all programs mentioned here, it’s a three-step process. First, mastering. Second, looking professional. Third, getting it out there. My goal is producing professional looking materials and videos. Art programs, networking sites and professional sites are where my energies are now. I can master the programs, my concern is that social and business networking can become a black hole. It’s like those students who spend two hours a day sending and receiving 200 texts. What have they got to show for it? Sorry for going off on that tangent. In sum, I’m **tech savvy**, and whatever tech you require, I have mastered it, or soon will. (471 words)

From design to production to viewing

  