



# DIGITAL MEDIA

A Visual Encyclopedia

THIS BOOK DELIVERS two decades -- 900+ PROJECTS  
500+ companies -- thousands of people -- an executive  
30 point summary -- a revolution from analog to digital.

DICK'S SPORTING GOODS Ecommerce, IBM Software,  
PNC Training, ATT Multi-Source, HOLIDAY INN Image,  
BAYER, FISHER, WASHINGTON, PSU, NASCAR, more.

"Barton James' book *Digital Media: A Visual Encyclopedia* provides an excellent survey of 30 categories, project types representing supportive media deliverables, required skill sets in which my leadership and staff must be familiar."

- Frank E. Johnson, ASC, Producer / Director,  
TOUCHED BY AN ANGEL, AMAZING RACER

"Bart, a personal 'thank you' for participating in my [annual] Forum .... Technology & Innovation."

- John D. Rockefeller IV, Senator, UNITED STATES

"Few people have the diversity in technical talent, diplomacy of a leader, and creative insight to solve the tough problems as does Mr. Barton James Christner."

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DAYTONA STATE COLLEGE

"Barton James Christner was hard-working, personable, talented, well liked by his students and peers, and an asset to *Funglode [Fundacion Global Democracia y Desarrollo]*."

- Dr. Leonel Antonio Fernández Reyna,  
President of the DOMINICAN REPUBLIC

"I worked with Barton James Christner in the formation of our E-Commerce division [*dsports* now *dickssportinggoods.com*]. We had Barton James to be our Director of Production. I found him to be hard working and reliable."

- William J. Colombo, President / CEO,  
DICK'S SPORTING GOODS

"Pleasure to work with, great communicator, and very knowledgeable. I highly recommend Barton James Christner. A great asset wherever he goes."

- David Morland IV, International Golf Pro,  
CANADIAN, PGA, and NATIONWIDE TOURS

"Bart exudes a 'strive for excellence' attitude in everything he does. This book is no exception."

- David H. Russian, PE, COO, GOLARS

"A showcase to Barton James' tireless efforts, over twenty years operating at a Presidential level, in his diverse career as trainer, graphic designer, photographer, project manager, professor and media architect. The results are in this book."

- Dr. Norman M. Brown, Sr. Professor / Author,  
EMBRY RIDDLE AERONAUTICAL UNIVERSITY



**BARTON JAMES CHRISTNER, MFA, PRESIDENT**  
The Washington Community Arts and Cultural Center



Barton James reflects a published artist, technologist, and author whom dedicates his career to youth development through digital media, training, and production. A prior executive with Dick's Sporting Goods, Novell/Cambridge Technology Partners, and a tenure-track professor, he has taught dozens of distinct courses at Daytona State College and the Advanced Technology College, adjuncting at Penn State,

Robert Morris, and Clemson Universities. He managed programs in Canada, Germany, Ireland, and the Dominican Republic. Barton James Christner single-handedly envisioned, assembled, designed, wrote, shot, layed-out, and submitted every aspect of the images and projects represented -- including the pages for this book itself. He often travels between Palm Coast beaches and a Washington lake-front cabin, thriving on time spent, setting out on adventures mentoring his sons, Reed and Lucas.



© 2013 Barton James Christner  
www.bartonjames.com

bart@bartonjames.com

Daytona, FL -- Washington, PA



authorHOUSE

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DIGITAL MEDIA

A Visual Encyclopedia



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# A Visual Encyclopedia DIGITAL MEDIA

D1SCOVER D2FINE D3SIGN D4VELOP D5LIVER



*Barton James*  
NOTHING COMPARES™

FOREWARD, PREFACE and INTRODUCTIONS by:  
FRANK E. JOHNSON ASC Producer / Director "TOUCHED BY AN ANGEL"  
WILLIAM J. COLOMBO President / CEO of DICK'S SPORTING GOODS  
LEONEL FERNANDEZ President of the DOMINICAN REPUBLIC  
NORMAN M. BROWN Ph.D. EMBRY RIDDLE AERONAUTICAL UNIVERSITY