

# E=MC2, Knowledge Shared is Knowledge Squared

Kenan Doyle Branam, April 7, 2005,  
Thrivent Financial for Lutherans,  
Appleton, WI.

By Colleen Parquette

**E = the human experience**  
**M = the medium (the internet)**  
**C = communication.**

With a Gandolph-like presence, a Texan accent and some Moody Blues walk in music Kenan Branam gave a full day presentation to GW-MCAI on "Making Sense of the Information Age, Producing for the Web."

Mr. Branam's diverse background as an Agency Producer, Philosopher, Teacher, Television Director/Writer, Video Artist, and now Web

Designer/Producer lent credibility to his unique perspective on today's Internet and the positive future the web holds for Media Communication Professionals.

Branam's presentation touched on the typical web topics of meta tags, compression formats, style sheets, open source code and the importance of content management. He mentioned writing web copy for the ear, motion media distribution and the increasing percentage of broadband users. The audience was even given a road map to show how a web user typically views a web page.

Branam reminded us that just like good video production, Web Developers need to set a

scene and establish a focal point for their sites. Each web page should answer: Who, What, Where, When, Why and How. Successful Internet development provides a user with a common web environment for ease of navigation. This common environment will satisfy the users expectations/needs. In short -- users happy, clients happy.

Throughout his presentation, Branam spoke of the Internet as a moving target with its own set of evolving rules for content management, grammar, and design. We as Media Professionals will be lifelong students providing both Internet content and information. Branam challenged us to understand this medium (the web) at an elementary intellectual level. He spoke of the web as being empowering and constantly evolving.

To understand the Internet in this manner will help us make sense of what's to come and what will be demanded from web culture in the future. This understanding will also be what keeps our Media Production businesses alive.

Language is a medium. Broadcast television, theatre, books, radio, and the telephone are all mediums. Now, we add the Internet. But, unlike the majority of the prior list, the Internet is a

literate medium (text-based) calling for action not passivity from its audience. Now past its infancy, Branam stated the web public is ready and hungry for rich media content (video on the web). This is good

news for GW-MCAI Professionals. We're equipped and ready to provide clients with Internet video creation services -- we've been doing it for years to broadcast tape.

To learn more about Kenan Doyle Branam and his philosophies on web development please visit his site:  
[www.branam.com](http://www.branam.com).

