Introduction
The world of media is ever-changing, and the number of social media apps available for download increases each day. In such a fast-paced world, we take for granted the technology we use daily to stay connected with one another, share messages, and learn new information. In reality, we've been using various forms of media for centuries to do those very same things. Media and social media are not new. Societies hundreds of years ago had their own forms of media, which paved the way for our present-day apps. In this infographic, the map illustrates how media has evolved over time to meet society's needs.

Map Features
The media are organized by the original form they derived from (print media, electronic media, or networking) and time at which they were created. Each medium has a description box that expands when an icon is selected so viewers can better understand its history and use in society. The map's interactive features invite viewers to engage with the map and discover new information for themselves.

Tools Used
This infographic was created using Adobe InDesign and Illustrator. The blue background was designed with Illustrator, using the gradient and pattern-making functions. The landscape of the map, or the purple region, was also created in Illustrator. These elements were then imported into an InDesign file where the icons and text box descriptions were created. The text boxes were made using multi-state objects, and the icons were made interactive with the buttons function.

Research
For my creative expression project, I was inspired by existing social media infographics. Many of them illustrate how popular social media apps are used by consumers, but other connections are lacking. I wanted to create an infographic that not only illustrates how social media is used, but also how they grew out of preexisting forms of media over time. In order to do this, I needed to start at the dawn of media. The first medium humans used to communicate ideas was writing, or perhaps more accurately, carving. From there, I read many articles and book chapters about technological advances that changed the way people communicated, such as the invention of radio, then telephone, and eventually Internet. To organize the icons, I interpreted each medium's purpose and positioned it relative to other media of similar purpose. The distance between icons represents time, though the scale is not accurate. To write the descriptions in the text boxes for each medium, I read articles and websites and leaned on my own experience with the medium if possible.

Reflection
This project re-emphasized the connection between technology and culture. Key components of society, specifically how people communicate with each other, are transformed and enhanced as technology moves forward. I think it's important to remember that technology shapes us but doesn't limit our ability to be human. At the end of the day, everyone wants their voice to be heard, and technology makes that voice go farther.

Works Cited
A full list of Works Cited can be viewed online at https://indd.adobe.com/view/c1ec1818-2a64-44cb-9376-b7d828843b0a.