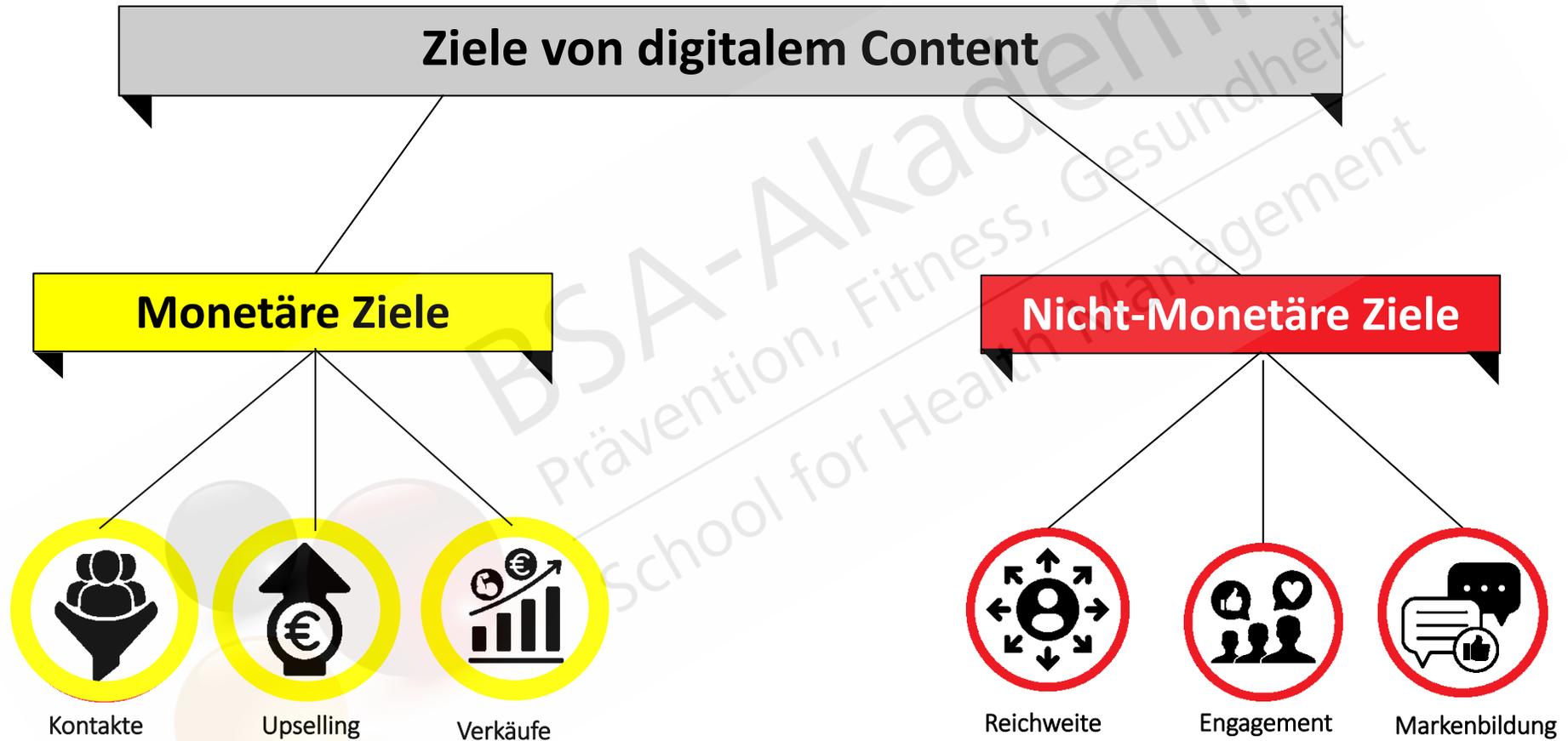


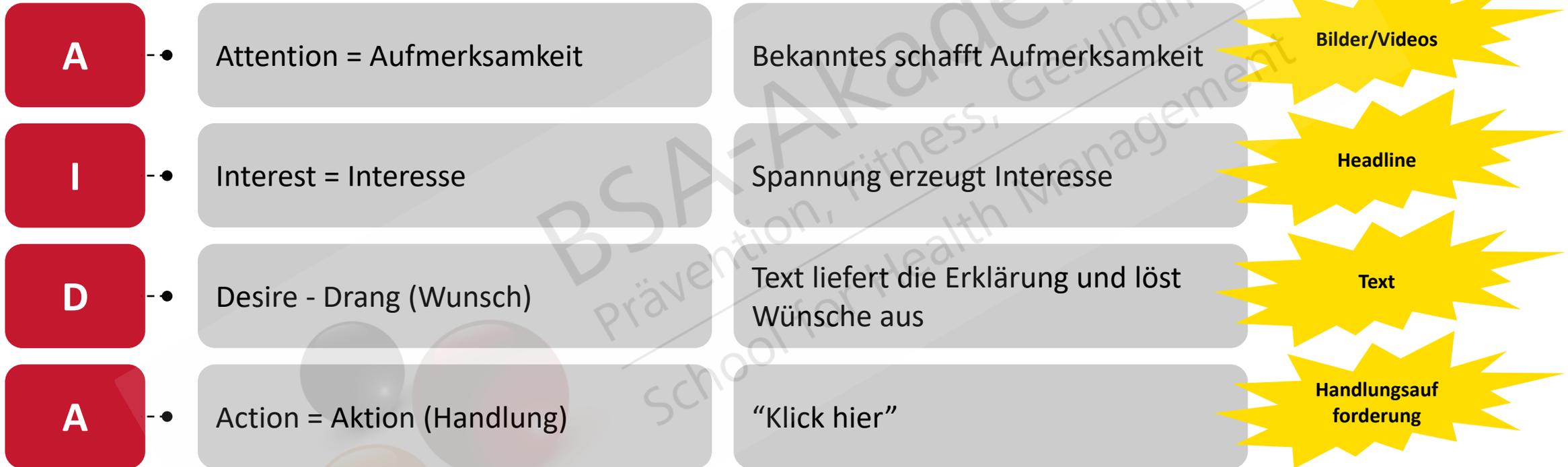
# Nutzungsarten von Digitalem Content



# Ziele von Digitalem Content



# Digitale Medien als Werbemittel



# Ablauf Content Erstellung

Idee/Story



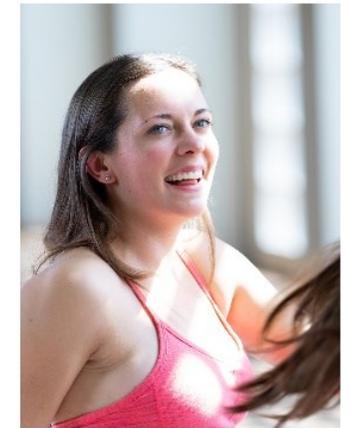
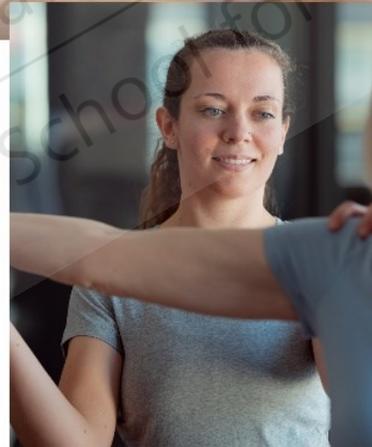
Moodboard

## Demo-Video: „Rehabilitatives Training bei Hyperlordose“

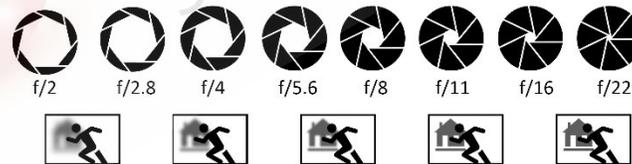
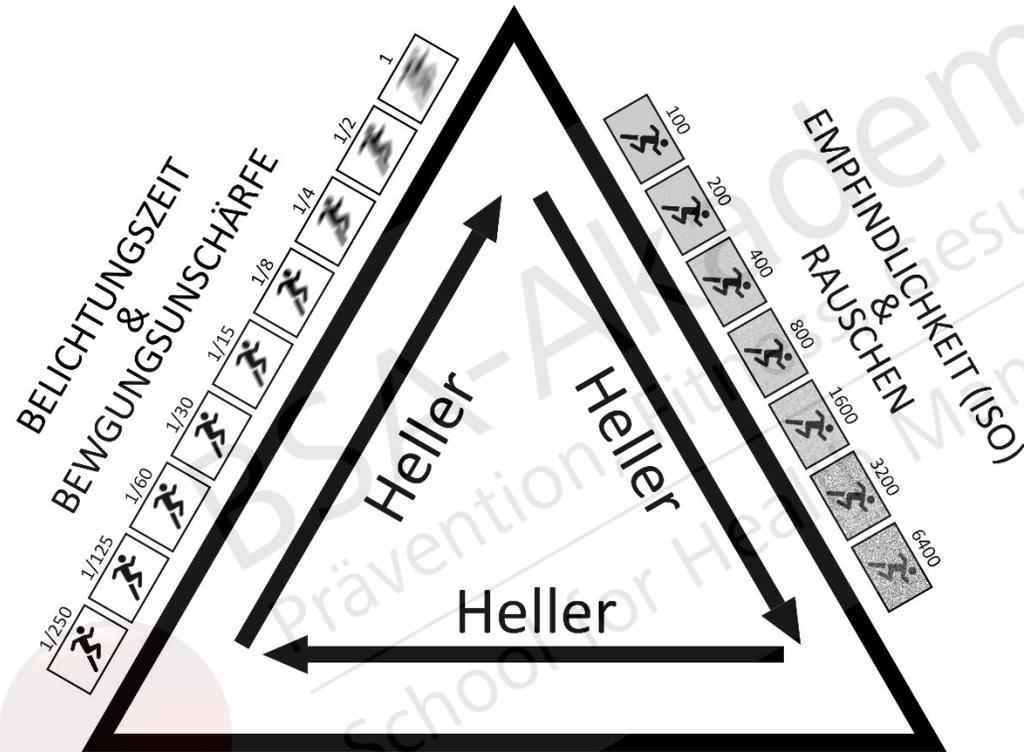
- Natürliche gedeckte Farben
- Rot als Akzentfarbe
- Grau dominant
- Location: Fitnessstudio



#C7CED2 RGB 199, 207, 210 HSV 196, 5, 82 CMYK 5, 1, 0, 18 LAB 83, -2, -2	#470808 RGB 71, 11, 11 HSV 22, 35, 61 CMYK 0, 85, 85, 72 LAB 13, 26, 16	#9B7664 RGB 155, 120, 100 HSV 22, 35, 61 CMYK 0, 23, 35, 39 LAB 53, 11, 16
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# Belichtungs-dreieck



BLENDE  
&  
TIEFENSCHÄRFE

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