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1. The context: enormous change
 - Print to digital media (Web).
 - Static to cinematic/static Web content.
 - Voice and wand vs. keyboard and mouse.

2. We need academic, along with, professional training
 - Defining “academic training” as conceptual and theoretical, future-oriented and speculative.
 - Defining “professional training” as current and directly and obviously practical. (Seen this way, universities often provide mostly professional training.)

3. Value of academic training
 - Prepares us for the future.
 - In our current jobs and assignments, we can more quickly understand new situations.

4. Where do we find academic training?
 - Certain courses—though many provide primarily professional training.
 - Reports of cutting-edge research projects from certain universities and corporate research centers (often available on the Web).
 - Academic books and articles. (Most trade books are more professional than academic.)