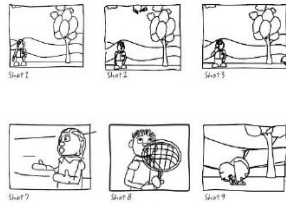## Three Phases for Producing Digital Animations:

1. Pre-Production

a. Determine the overall purpose of the project

b. Define the intended target audience... determine who is it for?

c. Use a storyboard to determine the sequence or order of events in the animation. Give the client a visual representation of ideas you want to use

d. Determine specific hardware needs... what do you need to make the project?
- Computer
- Still Photo Camera
- Graphic Tablet or scanner

e. Determine specific software needs
- 2-D Animation: animates simple drawings on a 2-D canvas.. Flash
- 3-D Animation: animates complex like-life 3-D modes in an artificial environment... Maya

2. Production

a. Import existing graphics, audio and/or into library of animation project

b. Draw or create original graphics and place them on independent layers

c. Animate the objects according to the storyboard

3. Post Production

a. Optimize the animation output file for specific needs:

b. Use of animation, file size and file format

Three Phases for Producing Digital Video

Pre-Production
- Determine the overall purpose of the project.
- Define the intended target audience.
- Consult with the client to write a script that effectively conveys the intended message.
- Create a storyboard to determine sequence of events and provide client with a visual representation of ideas.
- Determine specific hardware needs.
- Determine specific software needs.

TITLE	George and the dragon	PAGE 1
S-1 1/1	S-2 1/7	S-2 2/7
		wings
ACTION zooming in Still image	Dragon come out from cave	Dragons starts swing his wings
DIALOGE Far, far way in the high, high mountains	there lived a mighty dragon.	SFX: waving wings
TRANSLATION		
TIMING last about 8 sec 00:00:00:	00:00:09:16	00:00:09:20

Production
- Setup equipment such as tripods, cameras, and lighting.
- Record footage according to the storyboard.
- Save and organize recorded video.

Post-Production
- Import recorded footage into the video editing software or gather existing footage from outside sources.
- Select, edit, and assemble the video clips according to the storyboard.
- Adjust audio levels, add titles, add transitions to the video clips to convey the intended message to the audience.

Three Phases of Producing Digital Audio

Pre-Production

- Determine the overall purpose of the project.
- Define the intended target audience.
- Consult with the client and write a script that effectively conveys the intended message to the audience.
- Determine hardware:
  - Microphones
  - Audio Recording Device
- Determine software.

Audio Editing Software
- Captures audio from the original source and imports it into the editing software (Example: Adobe Audition, Audacity).
- Manipulates audio clips and adds the desired tracks and effects to convey the intended message.

Production
- Record audio from original source.
- Maintain audio levels throughout recording to ensure quality.
- Save recorded audio.

Post-Production
- Use an audio editing software to edit the recorded audio.
- Optimize the audio output file for specific client needs, including:
  - Primary use of audio clip
  - File size requirements
  - File format requirements

Three Phases for Web Design

Pre-Production

Create an outline of the site content

Create functional flow chart

Document programmatic flow

Gather general information including samples, style guides, images and graphic files

Production

Gather or begin writing content

Create 'wireframe' layouts of key pages showing the position of content and graphics on pages

Create color layouts based on approved 'wireframe' layouts

Shoot photography or research stock photography

Develop graphics

Create style guide of colors and fonts for site development

Develop style sheets

Develop Web page templates

Programming

Post-Production

Test links

Publish to server

Update and maintenance

Three Phases for Producing Digital Graphics

Pre-Production

Meet with clients to create project plan.
- Determine the purpose of the graphic design.
- Define the intended target audience.
- Set overall goals for design.
- Agree on deadlines.
- Create a budget.
- Set a color scheme and set of typography based on client's current marketing and branding materials.
- Sketch layout ideas and present to client for approval.

Gather and manage information and digital assets provided by the client.
- Create a file-naming convention to assure proper organization and storage.
- Save and organize files for easy and quick access.

Determine specific hardware needs:
- Computer
- Still Photo Camera
- Graphic Tablet
- Scanner

Determine specific software needs
- Paint Program – bitmap graphic editing program that creates and/or edits photos or bitmap images (example: Adobe Photoshop)
- Draw Program- vector graphic editing program that is commonly used for logos,
- icons, and other scalable graphics (example: Adobe Illustrator)

Production
- Import (using Adobe Bridge or other process) existing graphics onto canvas in a digital graphic editing software.
- Draw or create original graphics.
- Add text to the design.
- Edit the design components to convey the intended message to the target audience.
- Arrange possible design components into a balanced and unified layout.

Post-Production
- Review Design Comps with Client
  - Provide the client with multiple renditions of the design that meet the goals and purpose, but look visually different (layout, scaling, etc.).
  - Used for comparison purposes so the client can make a final decision.
  - Can be generated in Adobe Photoshop by creating layer comps that save all renditions in the original file for previewing.
- Re-design the graphic based on client feedback (if necessary).
- Preview the final version.
  - Create a proof preview to see how the graphic design will look on a particular output device (computer monitor, printer, etc.).
  - Test print any graphic design that is destined for print work and proofread for quality assurance.
- Optimize the graphic for specific client needs, including:
  - File format requirements
  - File size requirements
  - File name requirements
- Submit the finalized version(s) of the digital graphic design to the client.