



PRODUCTION PHASES CHANGES

There are changes in the production phases terminology as related to the Adobe certification test objectives. We have added new phase names as identified by Adobe resources linked here:

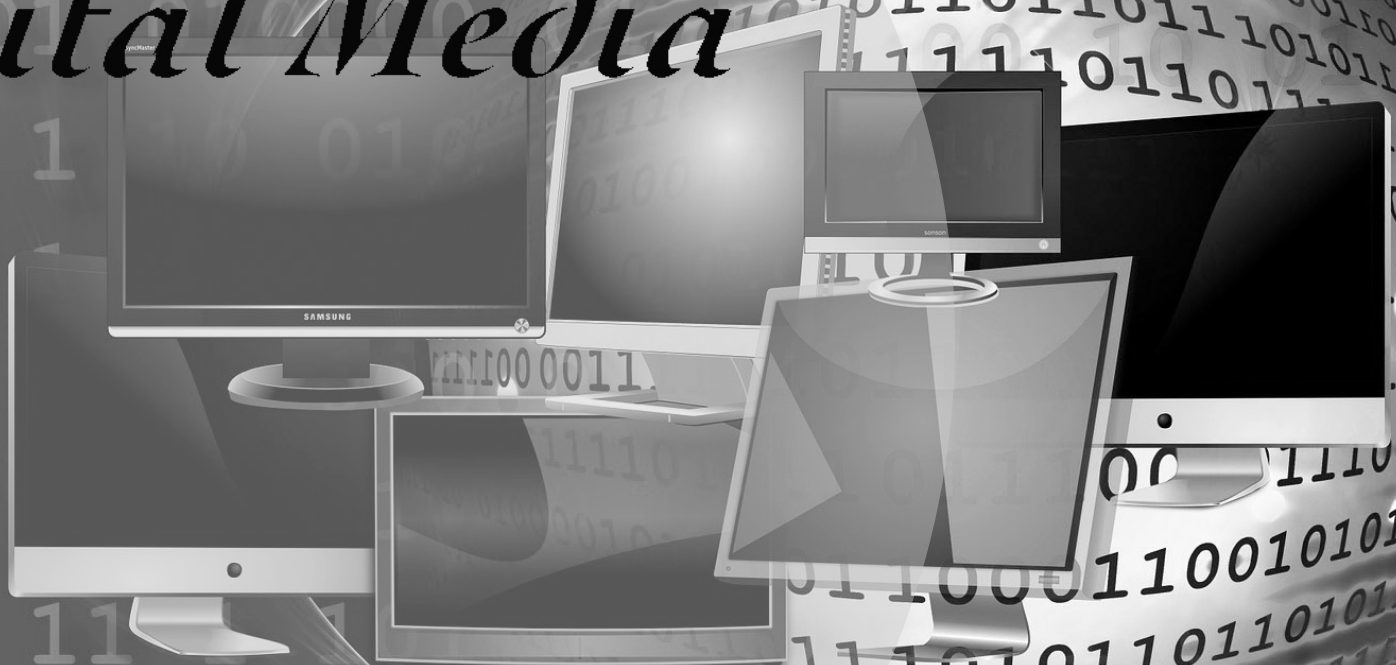
<https://edex.adobe.com/resource/-26bb6/>

Each software area will repeat some of the same production phase content with tasks unique to that specific digital media identified for easy reference.



ExplorNet's

Digital Media



Objective 103.02

Describe digital animation production methods, software,
and hardware.



PRE-PRODUCTION PHASE

DEFINE

- Meet with clients to create project plan.
- Determine type of digital media.
- Set overall goals for design.
- Define target audience.
- Agree on deadlines.
- Create a budget.
- Research and select a color scheme and set of typography based on client's current marketing and branding materials.



PRE-PRODUCTION PHASE

STRUCTURE

- Gather and manage information and digital assets (logos, etc.) provided by the client.
 - Create a file-naming convention to assure proper organization and storage.
 - Save and organize files for easy and quick access.
- Create any necessary design documents.
- Create flowchart.



DM **CHOOSE SOFTWARE**

- 2D Animation
 - Animates relatively simple drawings or graphics on a 2D canvas (Example: Adobe Flash or Animate).
- 3D Animation
 - Animates complex, life-like 3D models that interact with an artificial environment (Example: Cinema4D, 3D Studio Max, or Maya).



PRE-PRODUCTION PHASE

DESIGN

- Create sketches and design comps.
- Present to client for review and feedback.
- Redesign and resubmit for approval.
- Create storyboard.

TITLE		George and the dragon		PAGE 1	
S-1	1/1	S-2	1/7	S-2	2/7
ACTION	zooming in Still image	Dragon come out from cave		Dragons starts swing his wings	
DIALOGUE	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:	00:00:09:16		00:00:09:20	



PRODUCTION PHASE

BUILD

- Draw or create original graphics.
- Import graphics, audio and video into library.
- Write text for the design.
- Animate the objects according to the storyboard.



PRODUCTION PHASE

TEST

- Check for errors and functionality.
- Revision based on test results.
- Preview the final version.
 - Preview to see how the digital media will look on a particular output device (computer monitor, tablet, phone, printer, etc.).



POST-PRODUCTION PHASE

DELIVERY

- Optimize the digital media for specific client needs, including:
 - File format requirements
 - File size requirements
 - File name requirements
- Submit the finalized version(s) of the digital media to the client.
- Outline a project launch plan (if needed).



QUESTIONS TO CONSIDER

- Why is it important to have defined stages of production?
- What might happen if the phases of production aren't defined or closely followed?



STOP MOTION PRODUCTION

- Background
 - Create a background(s) with which the figurines or graphics can interact.
- Figurines/Graphics
 - Make the figurines and/or graphics to be used in the animation.
- Lighting/Camera Setup
 - Light the scene and set up the camera on a tripod to capture each frame.

DM **STOP-MOTION SUGGESTIONS**



- It is essential to use a tripod with the same camera in the same location to shoot each picture.
- Carefully determine what size image would work best for your editing software, and your final product before beginning the project.



ANIMATE SAVE & PUBLISH

Save/Save As Command

- Always save an original Animate or Flash project to preserve layers and allow further editing.

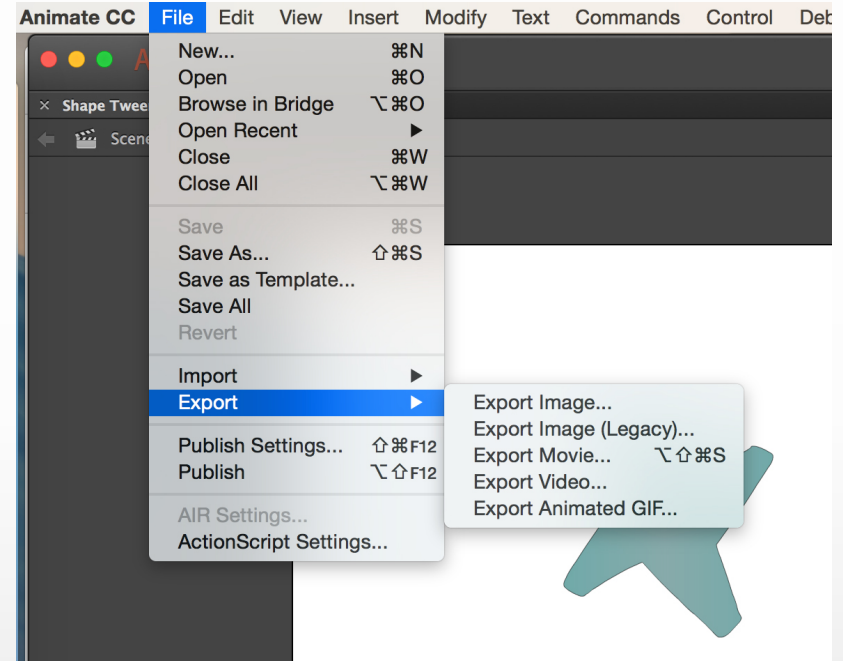
Publish Command

- Creates an SWF file and HTML document that inserts your content in a browser window which will require the Flash Player.



ANIMATE EXPORT OPTIONS

- Converts animation to image, animation or video formats for use in other programs.





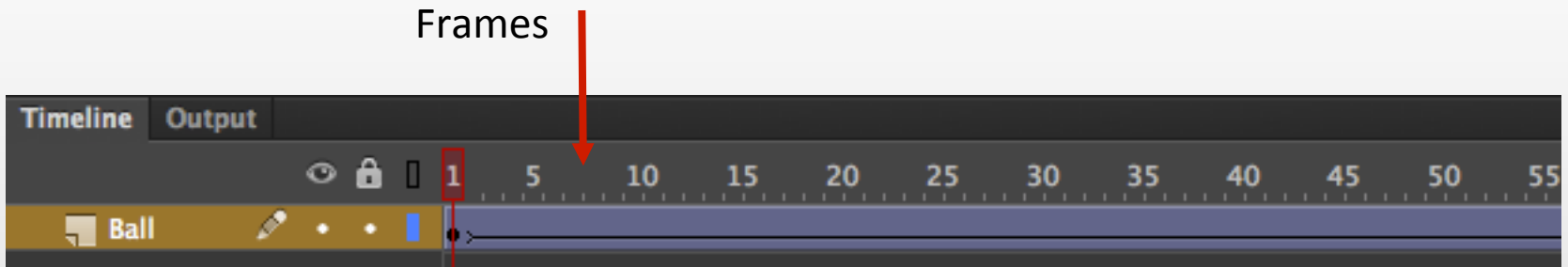
ANIMATION EDITING TERMS

Frames Per Second

- (FPS) Measurement of playback speed of an animation.

Frame

- Still image that creates animation when viewed in succession.





QUESTIONS TO CONSIDER

- Why do you think video games try to have higher frame rates?
- What would it look like if a game had really low FPS?



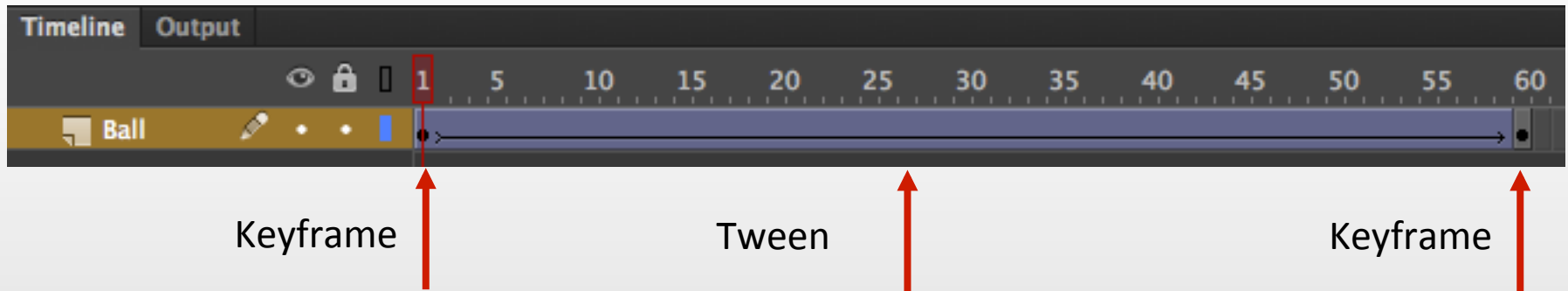
ANIMATION EDITING TERMS

Keyframe

- Specified place in the animation where change occurs.

Tween

- Animation process that occurs between keyframes.





ANIMATION EDITING TERMS

Scene

- A division of frames used to separate different parts of an animation to make editing and playback easier to organize.

Library

- Collection of graphics, audio, and video files utilized in a particular animation project.



QUESTIONS TO CONSIDER

- At what point in an animation might the animator want to create a new scene?
- What are some ways to make scene changes as smooth as possible?



ANIMATION EDITING TERMS

Symbol

- An object stored in the library of a project that can be quickly accessed and used repeatedly throughout the animation.

Shape

- A simple object drawn on the stage of an animation.