



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 104.02

Describe digital audio production methods, software, and hardware.



DM

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.



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PRE-PRODUCTION PHASE

STRUCTURE

- Gather and manage information and digital assets (music, 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.



DM

CHOOSE HARDWARE

- Microphones
- Audio Recording Device





DM **CHOOSE 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.



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PRE-PRODUCTION PHASE

DESIGN

- Write a script that effectively conveys the intended message to the audience.
- Present to client for review and feedback.
- Redesign and resubmit for approval.



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PRODUCTION PHASE

BUILD

- Record audio from original source.
- Maintain audio levels throughout recording to ensure quality.
- Use an audio editing software to edit the recorded audio.



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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 sound on a particular output device (computer monitor, tablet, phone, 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).



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QUESTIONS TO CONSIDER

- Imagine you are a musician about to begin work on a new album. Can you identify parts of the creation process that would fall into each phase of production?



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AUDIO RECORDING TERMS

Track

- Separate layers of audio used to record sources individually.

Volume Unit Meter

- A visual representation of the audio volume level; used to ensure all audio clips recorded are at the same level.



AUDIO RECORDING TERMS

Master Level

- Used to control the overall output volume of an audio recording.

Audio Panning

- When audio is recorded through separate channels (left or right).



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AUDIO RECORDING TERMS

Over-modulation

- Sound interference that occurs during recording when audio levels are too high and causes the signal to distort or lose clarity.



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QUESTIONS TO CONSIDER

- How do you think audio was recorded before we could digitally layer clips together?
- When music is recorded do you think everything is recorded at once or is each part of a piece recorded separately?



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AUDIO EDITING TERMS

- Clip
 - A section of recorded sound used to create an audio production.
- Trim/Splice
 - Starting and stopping audio clips at a defined point in the recording.
- Adjusting Track Levels
 - Increasing or decreasing the volume of individual tracks to ensure all tracks are audible and blend well together.



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AUDIO EDITING TERMS

- Fade
 - Gradual change of volume used to change between clips of audio.
- Fade Up (In) and Fade Down (Out)
 - Gradually increasing or decreasing the volume of an audio clip.
- Crossfade
 - A gradual volume transition from one audio clip to another.



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AUDIO EDITING TERMS

- Loop
 - Used to make a section of audio repeat.
- Audio Effects
 - Adjustments to clips used to change the original sound in order to reach the desired outcome.
- Background Audio
 - Music and/or sounds used to add interest and depth to an audio production.
- Voiceover
 - Voice used to convey a message to the audience.



DM

QUESTIONS TO CONSIDER

- Why is it important to fade audio in and out?
- Can you think of a situation where an audio engineer wouldn't want to fade audio?