



# ***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 105.02

Describe digital video production methods.



# ***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.



# ***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 CAMERA**

- Choosing the appropriate camera depends on:
  - The specific type of footage needed.
  - The location.
  - The performer.



# **CHOOSE MICROPHONE**

- Choosing the appropriate microphone depends on:
  - The specific type of recording needed.
  - The location.
  - The performer.





# **CHOOSE SOFTWARE**

- Video Editing Software – Captures video from the original source and imports it into the editing software (Example: Adobe Premiere, Final Cut Pro).
- Manipulates video clips and adds the desired audio and effects to convey the intended message.



# ***PRE-PRODUCTION PHASE***

## ***DESIGN***

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





# DM STORYBOARD

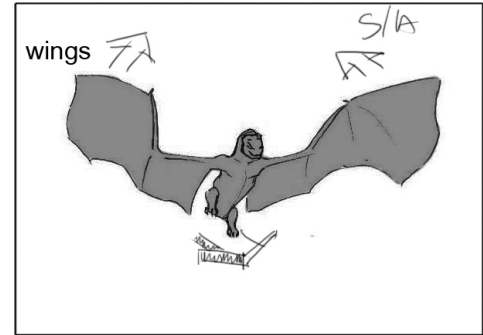
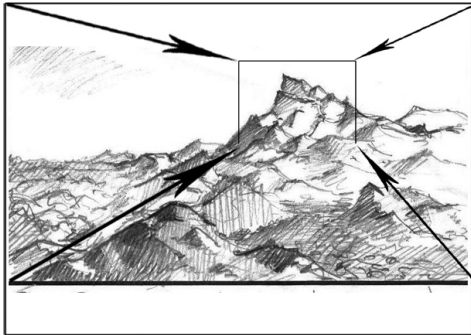
**TITLE** George and the dragon

**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



## ***QUESTIONS TO CONSIDER***

- Why is it important to create storyboards before filming?
- Do you think all films have storyboards, even documentaries?



# ***PRODUCTION PHASE***

## ***BUILD***

- Setup equipment such as tripods, cameras, and lighting.
- Record footage according to the storyboard.
- Capture and name recorded video.
- 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.



# DM

## **PRODUCTION PHASE**

### **BUILD**

- Adjust audio levels, add titles, add transitions to the video clips to convey the intended message to the audience.



# ***PRODUCTION PHASE***

## ***TEST***

- Check for errors and quality.
- 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, etc.).



# ***POST-PRODUCTION PHASE***

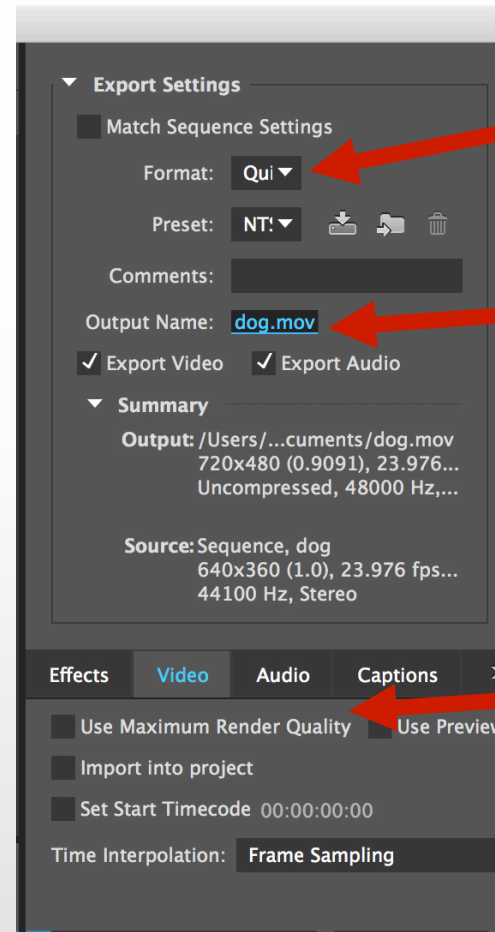
## ***DELIVERY***

- Optimize the digital media for specific client needs, including:
  - File format requirements (Codecs)
  - 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).



# VIDEO EXPORT SETTINGS

- To export a video in Premiere Pro go to File>Export>Media. This will bring up your export settings window.



Format Options

File Save As Options

Other Options



# ***VIDEO EXPORT SETTINGS***

- Choose format, file name and other settings.
- May export entire or selected sequence, audio or video.
- Make sure your sequence that you want to export is selected when you do this.





## ***QUESTIONS TO CONSIDER***

- Why do you think export settings are important? Can't we just choose a file type, set it, and forget it?