



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 203.01

Understand advanced production methods for digital imaging and design.



DM **DESIGN PROJECT PHASES**

Based on Adobe test objectives, the following are the Design Project Production Phases:

- Define
- Structure
- Design
- Build & Test
- Delivery

In this presentation, they have been designated relative to the Pre-, Post-, and Production phases.



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.



CHOOSE HARDWARE

- Computer
- Still Photo Camera
- Graphic Tablet
- Scanner





CHOOSE SOFTWARE

○ Page Layout Software

- Commonly used for page layout work such as brochures, posters, flyers, newsletters, etc. (example: Adobe InDesign).





PRE-PRODUCTION PHASE

DESIGN

- Create sketches and design comps.
 - Design comps can be generated in Adobe InDesign by creating layer comps that save all renditions in the original file for previewing.
- Present to client for review and feedback.
- Redesign and resubmit for approval.



DM

PRODUCTION PHASE

BUILD

- Draw or create original graphics.
- Write text for the design.
- Create templates for documents.
- Import text into document.
- Apply typography consistently.
- Import graphics into document.
- Arrange components into a balanced and unified layout according to approved design comp.



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.).
 - Test print any design that is destined for print work and proofread for quality assurance.



POST-PRODUCTION PHASE

DELIVERY

- Optimize the digital media for specific client needs, including:
 - File format requirements (Watch [video](#) here)
 - 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 document design meetings and the client approval on digital publications?
- How can rough drafts, team brainstorming sessions and reviewing comparable designs ignite the design process?
- How could a pre-design client consultations take multiple sessions yet the final delivery design take only an hour?



INDESIGN PRINTING OPTIONS

- You can print all pages, even or odd pages only, a series of individual pages, or a contiguous range.
- Options for printing elements usually visible only on-screen such as grids and guides.
- Specify paper size and page orientation.
- Preview documents.



PORTABLE DOCUMENT FORMAT

- PDF - A universal file format that preserves the fonts, images, and layout of source documents created on a wide range of applications and platforms.
 - Anyone, anywhere can open a PDF. All you need is the free Adobe Reader software.
 - PDFs are compact and fully searchable.
 - Can preserve navigation elements such as table of contents and index entries, and interactivity features such as hyperlinks, bookmarks, media clips, and buttons.



EXPORT AS PDF

- You can export a document, a book, or selected documents in a book as a single PDF file.
- When you export an InDesign file to PDF, you can preserve navigation elements such as table of contents and index entries.
 - Choose File/Export
 - Select PDF in the Save As Type or Format option
 - Choose appropriate options.



DOCUMENT FILE FORMATS

.INDD

- Stands for InDesign Document.
- Page layout project created by InDesign.
- Includes page formatting information, page content, linked files, styles, and swatches.

.PDF

- Stands for Portable Document Format.
- Cross-platform format created by Adobe Acrobat but viewed using Adobe Reader.
- Preserves all formatting.



QUESTIONS TO CONSIDER

- Discuss the decision making process for deciding between .PDF and .INDD file formats. Based on the client's use of the design, when would the two main formats be best utilized?
- Why would a designer want to combine a multipage document into a single .PDF file?
- How does a non-contiguous print range compare to a contiguous set of pages?