



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 204.01

Understand advanced production methods for digital animation.



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.
 - Convert to proper format in order to access and edit them in the software.
 - Save and organize files for easy and quick access.
- Create any necessary design documents.
- Create flowchart.

CHOOSE SOFTWARE

Adobe Animate

- An HTML-based 2D animation software that specializes in creating animations for the internet using HTML5 code. Replaces Flash.



Adobe AfterEffects

- Tool for video compositing, motion graphics design, and animation.





CHOOSE SOFTWARE

- Adobe Character Animator
 - A character animation application that allows you to bring expressive characters to life using your own artwork.

- Maxon Cinema 4D Studio/Autodesk Maya
 - The industry standard 3D animation software that creates three-dimensional models and animates them in a virtual environment.



QUESTIONS TO CONSIDER

- What types of situations would require the uses of different types of animation software?
- Why does 3D animation require different software than 2D animation?



PRE-PRODUCTION PHASE

DESIGN

- Create sketches and design comps.
 - Design comps can be generated in Adobe software 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.



PRE-PRODUCTION PHASE

DESIGN

- Create storyboard.
 - Sketch out each major scene or phase of the animation.
 - Identify transitions between scenes.
 - Describe other parts of the animation such as audio, interactive buttons, etc.





QUESTIONS TO CONSIDER

- Why is it important to create storyboards for an animation?
- How can storyboards cut down on issues during the production phase of a project?



DM

PRODUCTION PHASE

BUILD

- Draw or create original graphics.
- Import graphics, audio and video into library.
- Write text for the design.
- Apply typography consistently.
- Import graphics into document.
- Animate objects according to 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).