



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:

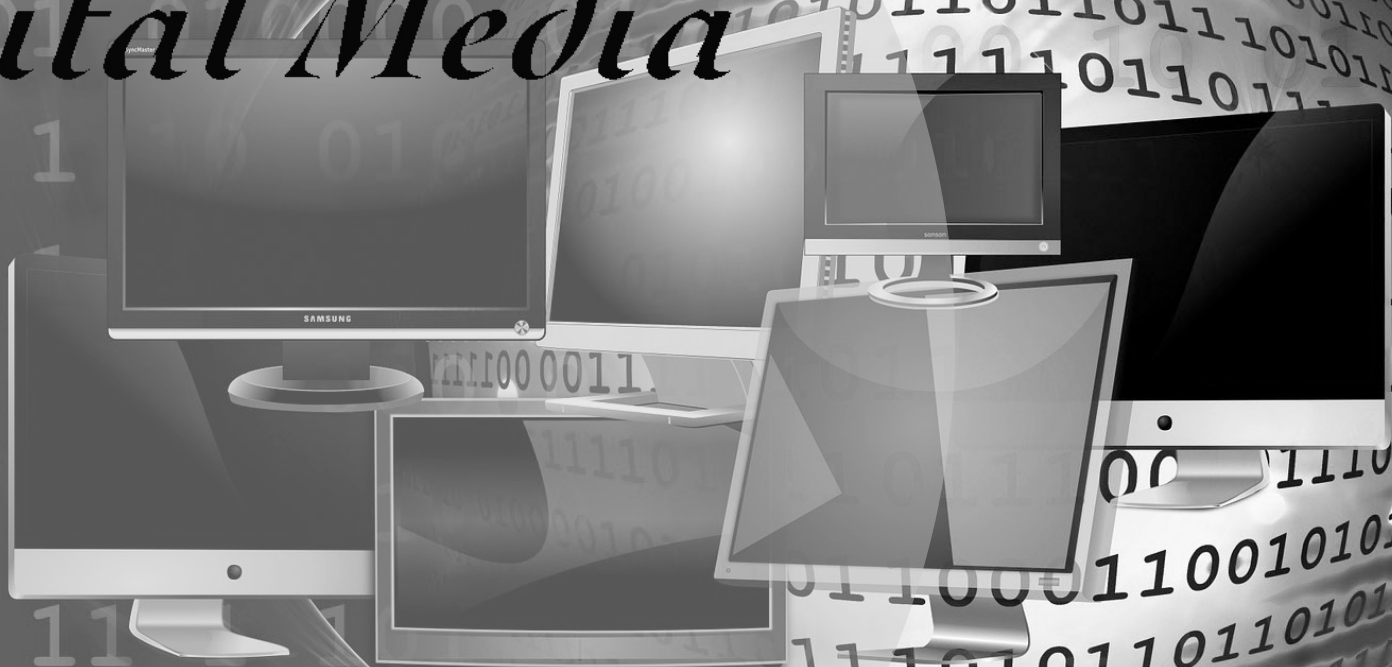
<https://edex.adobe.com/resource/-26bb6/>

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 205.01

Understand advanced production methods for digital audio.



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.



CHOOSE MICROPHONE

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



DM **CHOOSE CABLES**

- Choose the necessary cables.
 - Certain cable types are needed to connect all of the equipment correctly.
- Considerations include:
 - The type of microphone selected.
 - The recording device being used.
 - Goal to record the original audio as effectively as possible.





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.



PRE-PRODUCTION PHASE

DESIGN

- Write a script that effectively conveys the intended message to the audience. Consider the following:
 - The accepted vernacular of the target audience.
 - The readers (performers) of the script.
- Present to client for review and feedback.
- Redesign and resubmit for approval.



QUESTIONS TO CONSIDER

- What are some elements of audio pre-production that are different than graphic pre-production?



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.
- Editing previously recorded audio.
 - Audio sections can be deleted.
 - Audio clips are mixed or combined.
 - The pitch, speed and tempo of the audio can be modified.



PRODUCTION PHASE

TEST

- Check for errors and functionality.
- Revision based on test results.
- Preview the final version.
 - Listen to the audio levels and make sure they are consistent and do not over modulate.
 - Make sure the finalized audio project matches the script and accomplishes the overall goals.
 - 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--audio files use a software called codec that compresses the original file and then decompress it to play it, the client must have the same one to be able to utilize the file.
 - 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

- In which production phase does audio recording occur?
- What occurs during audio production (Build & Test) phase?