# 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 206.01
Understand advanced production methods for digital video.

# 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 color scheme and set of typography based on client's current marketing and branding materials.

# QUESTIONS TO CONSIDER

Which of the following do you think is the most important define step? Why?

- Determine type of digital media.
- Set overall goals for design.
- Define target audience.
- Agree on deadlines.
- Create a budget.
- Meet with clients to create project plan.

# 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.
- Get any actors or other on-camera participants to sign a talent release document.

# CHOOSE HARDWARE

- Choose appropriate equipment:
  - Choose camera(s)
  - Choose microphone(s)
  - Choose cables
- Other equipment (video mixer).
  - Mostly used for live video productions.
  - Accepts multiple camera sources and combines them into one production.
  - Can automatically add transitions and effects to the input sources.

# 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. Consider the following:
  - The accepted vernacular of the target audience.
  - The readers (performers) of the script.
  - Script is needed to tell the actors (both on screen and for a voiceover) what to say and when.
  - Gives direction to set lighting, sound effects, and other components of the project.

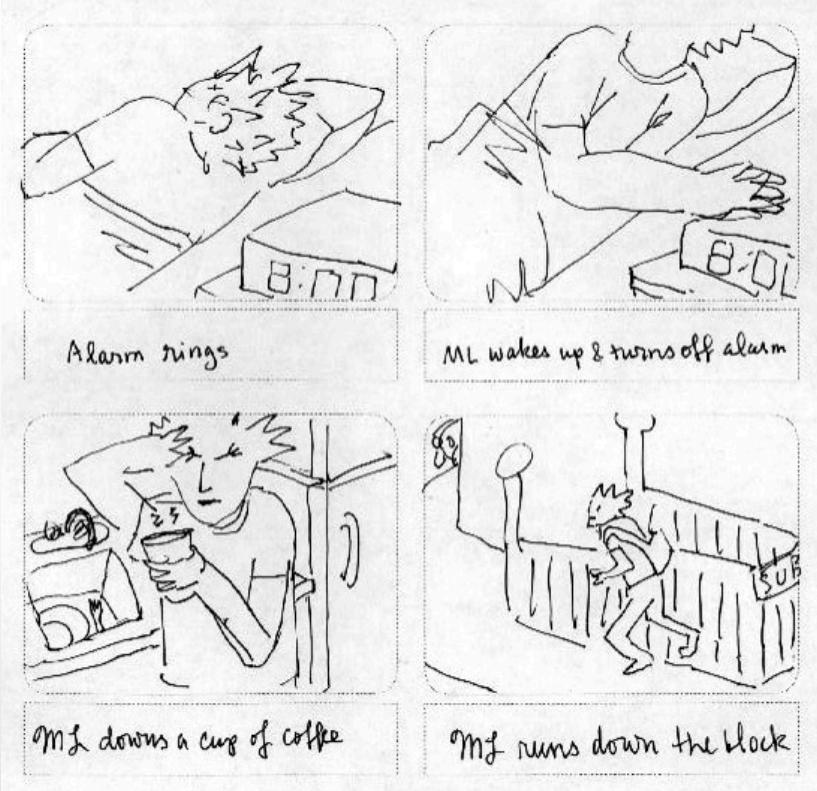
# QUESTIONS TO CONSIDER

- What should a script include?
- What do you think will happen if you don't write a script for a video?

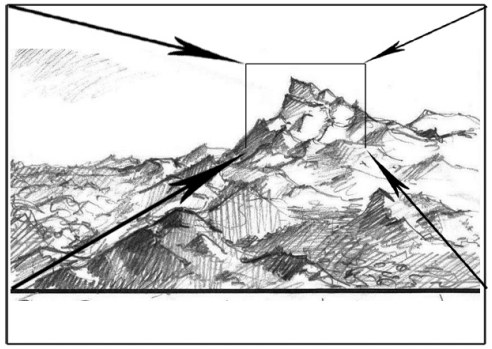
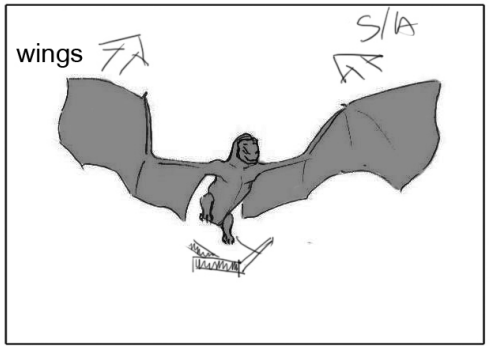
# PRE-PRODUCTION PHASE

## *DESIGN*

- Create storyboard.
  - Sketch out a visual representation of each major scene or major phase of the video project.
  - Provide information about the audio sources, camera movements, and transitions.



# STORYBOARD

| | | |
|---|---|---|
| TITLE George and the dragon | | PAGE 1 |
| S-1 1/1 | S-2 1/7 | S-2 2/7 |
|  | |   |
| ACTION zooming in<br>Stilll image | Dragon come out from cave | Dragons starts swing his wings |
| DIALOGE<br>Far, far way in the high, high mountains | there lived a mighty dragon. | SFX: waving wings |
| TRANSLATION | | |
| TIMING last about 8 sec<br>00:00:00:00: | 00:00:09:16 | 00:00:09:20 |

# PRE-PRODUCTION PHASE

## *DESIGN*

- Create a shot list in the sequence of the storyboard for the camera operators.
- Present script and storyboard to client for review and feedback.
- Redesign and resubmit for approval.

# PRODUCTION PHASE

*BUILD*

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

# 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*

- Export final video to selected format.
- 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.).

# QUESTIONS TO CONSIDER

- Identify which Build & Test (Production) steps only occur in video development?

# POST-PRODUCTION PHASE

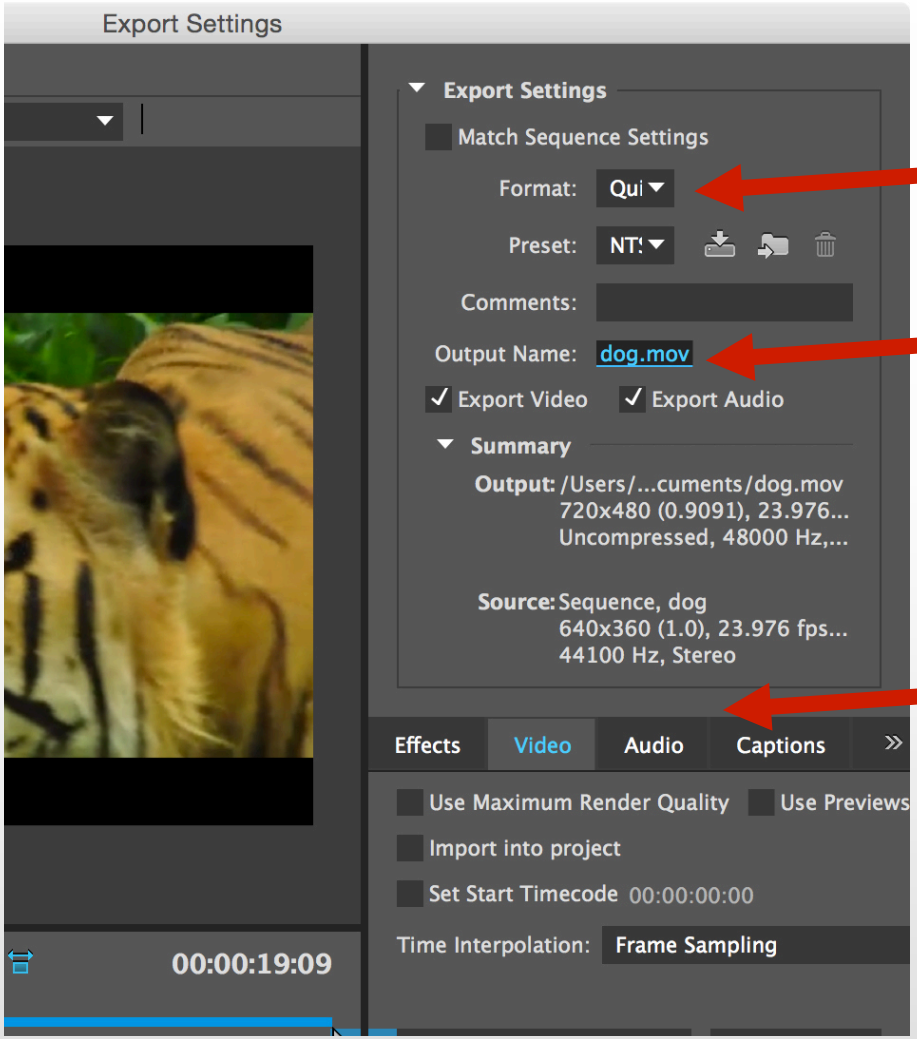
## *DELIVERY*

- 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).

# EXPORT VIDEO

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

# EXPORT SETTINGS




Format Options

File Save As Options

Other Options