



# ***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:

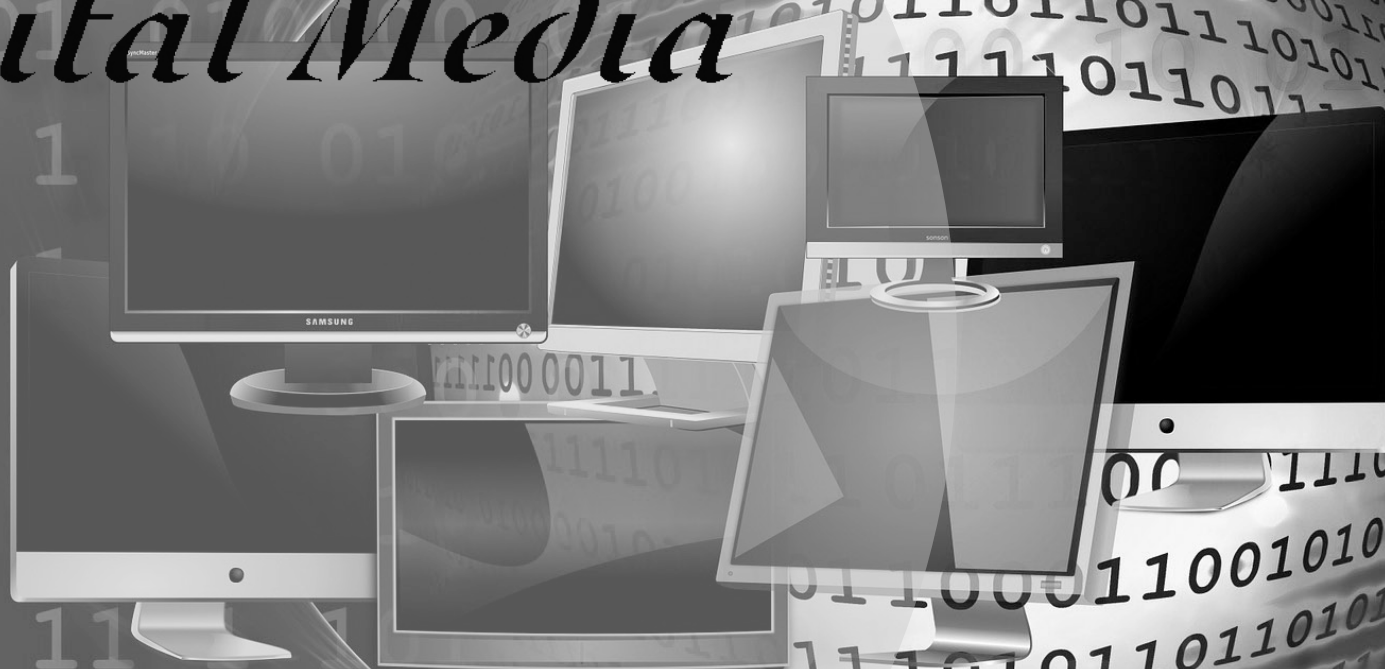
<https://edex.adobe.com/resource/-26bb6/>

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 103.02

Describe digital animation production methods, software, and hardware.



# **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.
- Create flowchart.



# *DM* **CHOOSE SOFTWARE**

- 2D Animation
  - Animates relatively simple drawings or graphics on a 2D canvas (Example: Adobe Flash or Animate).
- 3D Animation
  - Animates complex, life-like 3D models that interact with an artificial environment (Example: Cinema4D, 3D Studio Max, or Maya).



# PRE-PRODUCTION PHASE

## DESIGN

- Create sketches and design comps.
- Present to client for review and feedback.
- Redesign and resubmit for approval.
- Create storyboard.

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



# DM

## ***PRODUCTION PHASE***

### ***BUILD***

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



## ***QUESTIONS TO CONSIDER***

- Why is it important to have defined stages of production?
- What might happen if the phases of production aren't defined or closely followed?



# ***STOP MOTION PRODUCTION***

- Background
  - Create a background(s) with which the figurines or graphics can interact.
- Figurines/Graphics
  - Make the figurines and/or graphics to be used in the animation.
- Lighting/Camera Setup
  - Light the scene and set up the camera on a tripod to capture each frame.

# DM **STOP-MOTION SUGGESTIONS**



- It is essential to use a tripod with the same camera in the same location to shoot each picture.
- Carefully determine what size image would work best for your editing software, and your final product before beginning the project.



# ***ANIMATE SAVE & PUBLISH***

## **Save/Save As Command**

- Always save an original Animate or Flash project to preserve layers and allow further editing.

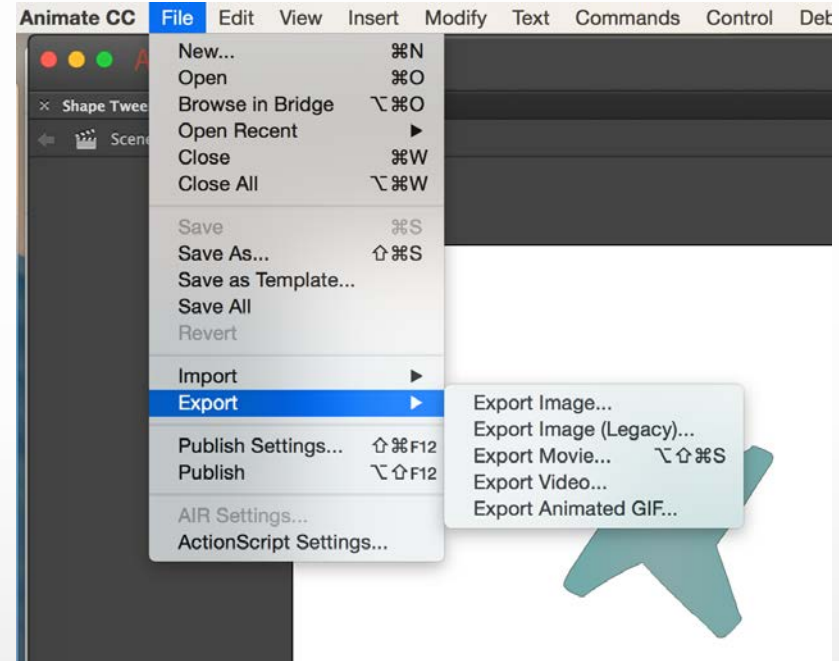
## **Publish Command**

- Creates an SWF file and HTML document that inserts your content in a browser window which will require the Flash Player.



# ANIMATE EXPORT OPTIONS

- Converts animation to image, animation or video formats for use in other programs.





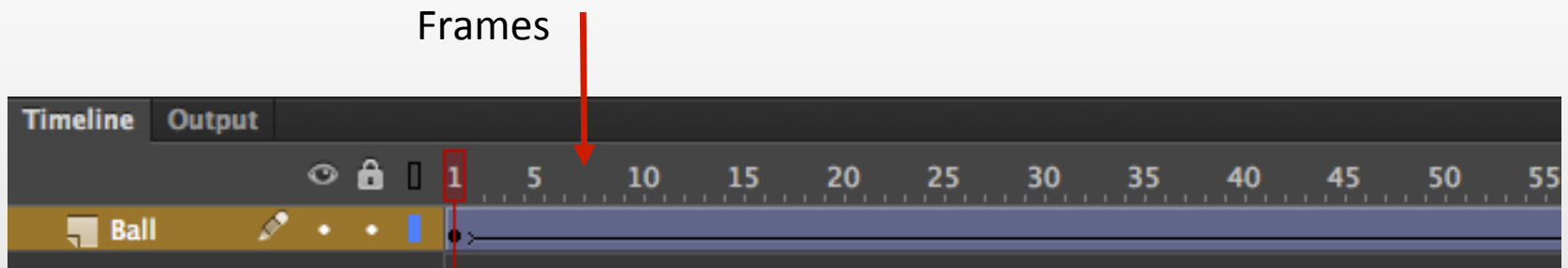
# ANIMATION EDITING TERMS

## Frames Per Second

- (FPS) Measurement of playback speed of an animation.

## Frame

- Still image that creates animation when viewed in succession.





## ***QUESTIONS TO CONSIDER***

- Why do you think video games try to have higher frame rates?
- What would it look like if a game had really low FPS?





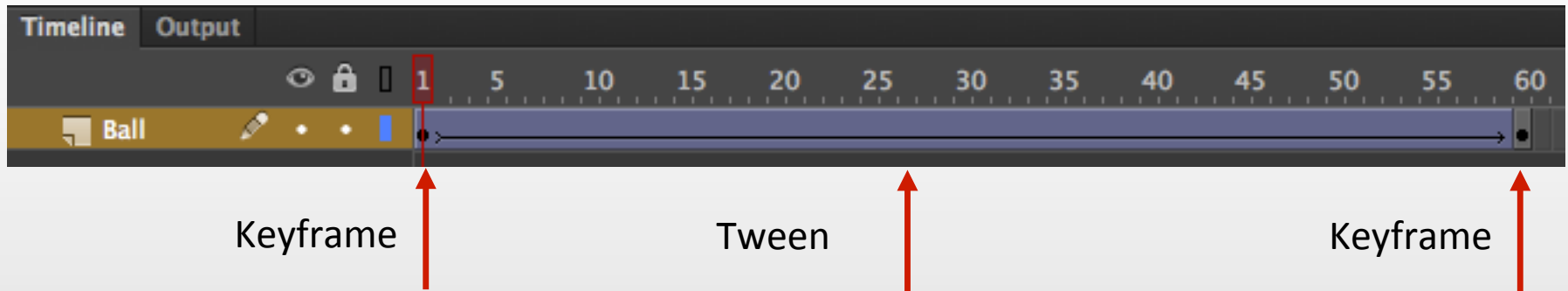
# ANIMATION EDITING TERMS

## Keyframe

- Specified place in the animation where change occurs.

## Tween

- Animation process that occurs between keyframes.





# DM

## ***ANIMATION EDITING TERMS***

### Scene

- A division of frames used to separate different parts of an animation to make editing and playback easier to organize.

### Library

- Collection of graphics, audio, and video files utilized in a particular animation project.



## ***QUESTIONS TO CONSIDER***

- At what point in an animation might the animator want to create a new scene?
- What are some ways to make scene changes as smooth as possible?



# DM

## ***ANIMATION EDITING TERMS***

### Symbol

- An object stored in the library of a project that can be quickly accessed and used repeatedly throughout the animation.

### Shape

- A simple object drawn on the stage of an animation.