Adobe Visual Design 1

Objective: 1.01

Understand the importance of the project purpose, audience, and audience needs for preparing images.

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ADOBE VISUAL DESIGN

Abode Classes

Wake County Public Schools

Project Management

- **Project Management**
  - Beginning a digital media project from scratch and carrying it through to its final completion. Project management takes a unified effort from all parties involved.
  - Creating a Project Plan helps the process move forward quickly and efficiently. It helps the team avoid:
    - mistakes, arguments, tension within the team, wasted time.
- **Project Plan**
  - Helps move a project successfully to completion, includes deciding project scope, client criteria, project deliverables, and distribution of responsibilities.
- **Client Goals**
  - A client's aim or desired result of a project.

Stages of Production

Stages of Production: Pre-Production

- **Pre-Production**
  - Meet with clients to create project plan.
  - Determine the **purpose** of the graphic design.
  - Define the intended **target audience**.
    - A group of people, at which a film, advertising, or campaign is aimed at, defined based on their common characteristics such as demographics and behaviors.

Stages of Production: Pre-Production

- Set overall goals for design.
    - Client Goals: A client's aim or desired result of a project.
- Agree on deadlines.
- Create a **budget**.
- Set a color scheme and set of typography based on client's current marketing and branding materials.
- Sketch layout ideas and present to client for approval.
- Gather and manage information and digital assets provided by the client.

Stages of Production: Pre-Production

- **Optimization**
  - Choosing the correct file formats, adjusting the file size to meet requirements, and applying a file naming convention as specified by the client.
- **Accessibility**
  - Ensuring that graphics are accessible to everyone including individuals with disabilities.

Stages of Production: Pre-Production

- Create a **file-naming convention** to assure proper organization and storage.
  - Agreed upon by designers, project managers and client, refers to the protocols that will be used when saving files.
- Save and organize files for easy and quick access.
- Determine specific **hardware** needs
  - Computer, Still Photo Camera, Graphic Tablet, Scanner
- Determine specific **software** needs

Stages of Production: Pre-Production

- **Wireframe**
  - A layout of a web page that demonstrates what interface elements will exist on key pages.

- **Prototype**
  - A first, typical or preliminary model of something, especially a machine, from which other forms are developed or copied.

- **Iteration**
  - A design methodology based on a cyclic process of prototyping, testing, analyzing, and refining a product or process.

Stages of Production: Production

- **Production**
  - Creating the graphic per the Pre-Production specifications.
    - **Import or place existing graphics** onto canvas using a digital graphic editing software.
    - **Draw or create original graphics**.
    - Add text to the design.
    - Edit the design components to convey the intended message to the target audience.
    - Arrange possible design components into a balanced and unified layout.

Stages of Production: Production

- **Post-Production**
  - Saving, exporting, printing graphics and creating revisions per client requests.
- **Review Design Comps with Client**
  - Provide the client with multiple renditions of the design that meet the goals and purpose, but look visually different (layout, scaling, etc.). Used for comparison purposes so the client can make a final decision. Can be generated in Adobe Photoshop by creating layer comps that save all renditions in the original file for previewing.
- **Re-design the graphic based on client feedback (if necessary).**
- **Preview the final version.**

Stages of Production: Production

- Create a proof preview to see how the graphic design will look on a particular output device (computer monitor, printer, etc.).

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

- Optimize the graphic for specific client needs, including:
  - File format requirements, File size requirements, File name requirements

- Submit the finalized version(s) of the digital graphic design to the client