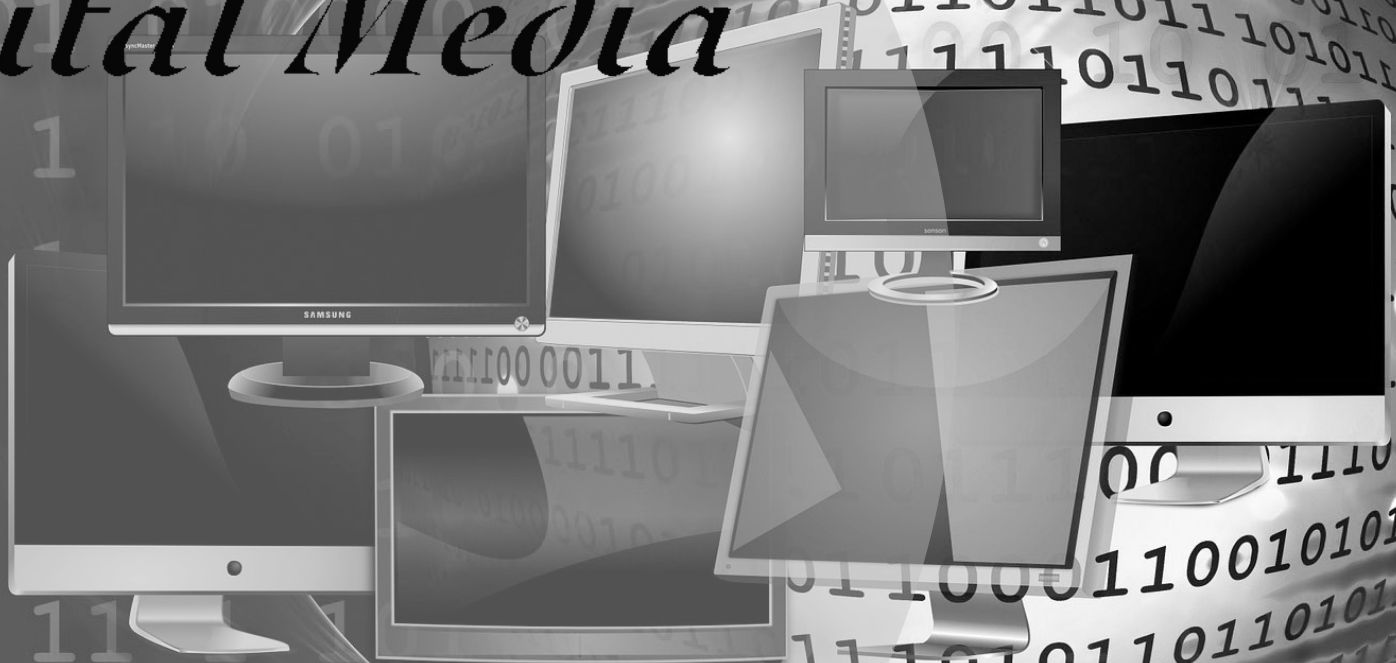




ExplorNet's

Digital Media



Objective 105.02

Describe digital video production methods



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 CAMERA

- Choosing the appropriate camera depends on:
 - The specific type of footage needed.
 - The location.
 - The performer.



CHOOSE MICROPHONE

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





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.
- Create storyboard.
- Present script and storyboard to client for review and feedback.
- Redesign and resubmit for approval.

DM STORYBOARD

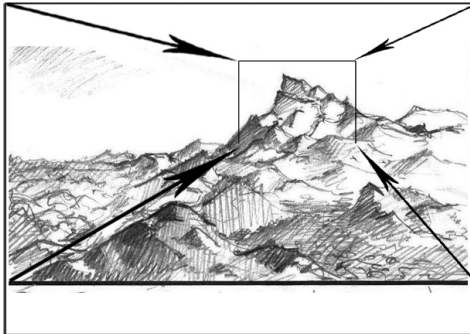
TITLE

George and the dragon

PAGE 1

S-1

1/1



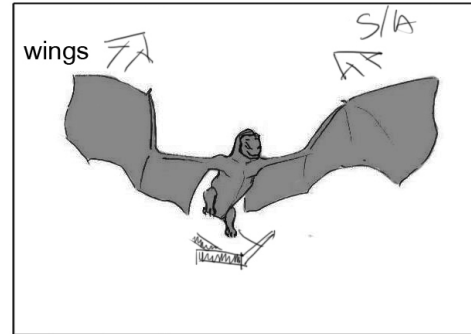
S-2

1/7



S-2

2/7



ACTION

zooming in
Still image

Dragon come out from cave

Dragons starts swing his wings

DIALOGUE

Far, far way in the high, high mountains

there lived a mighty dragon.

SFX: waving wings

TRANSLATION

TIMING

last about 8 sec
00:00:00:00:

00:00:09:16

00:00:09:20



QUESTIONS TO CONSIDER

- Why is it important to create storyboards before filming?
- Do you think all films have storyboards, even documentaries?



PRODUCTION PHASE

BUILD

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

- 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.).



POST-PRODUCTION PHASE

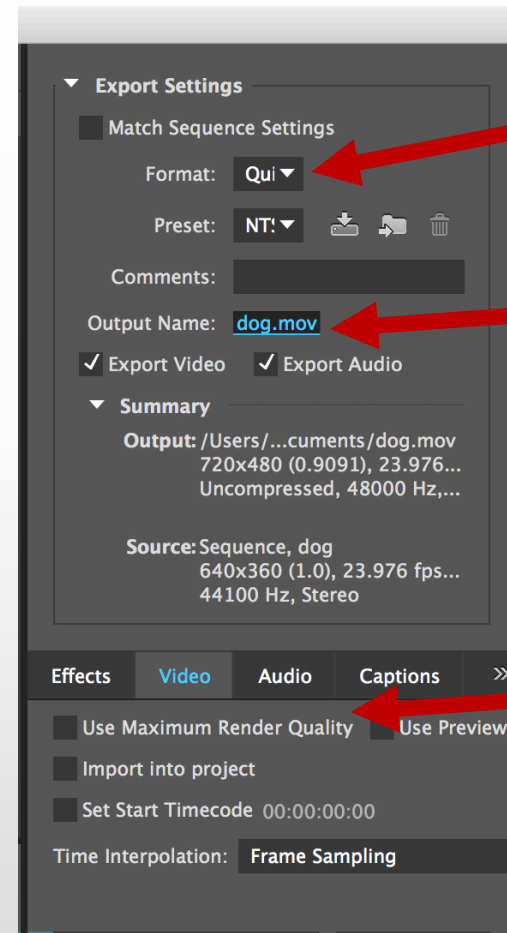
DELIVERY

- 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).



VIDEO EXPORT SETTINGS

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



Format Options

File Save As Options

Other Options



VIDEO EXPORT SETTINGS

- 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.



QUESTIONS TO CONSIDER

- Why do you think export settings are important? Can't we just choose a file type, set it, and forget it?