



# ***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:

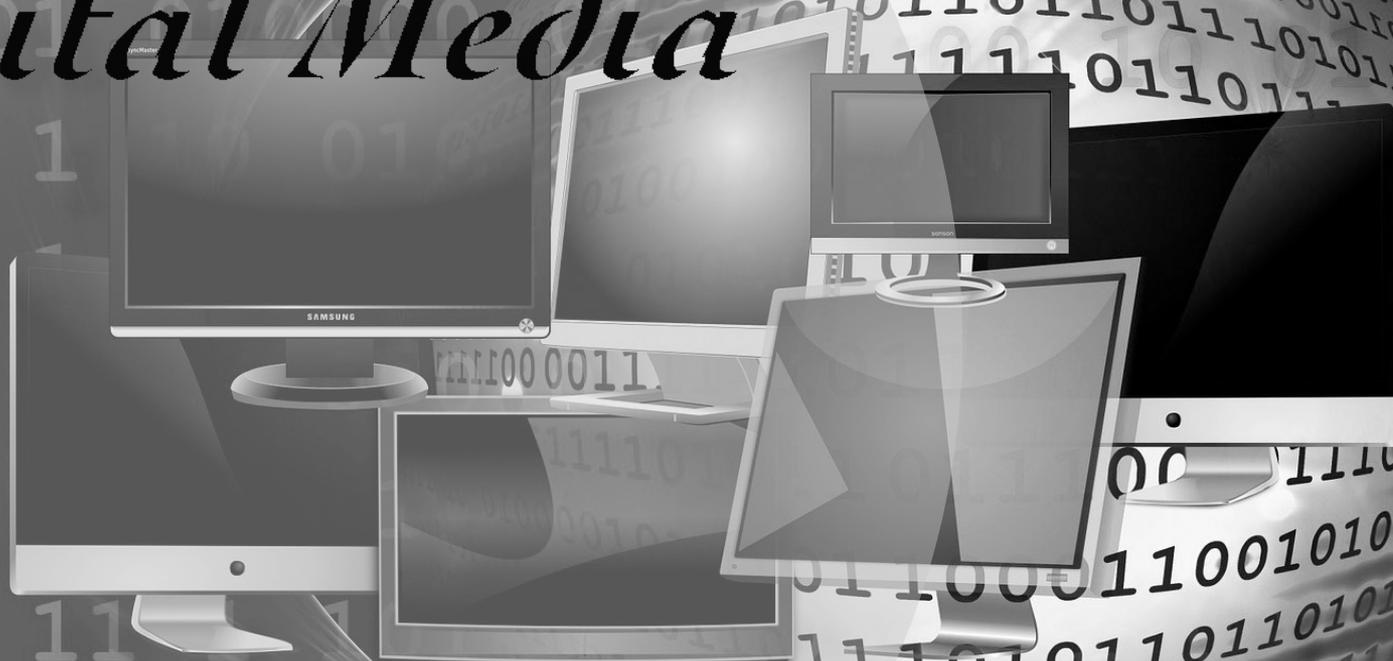
<https://edex.adobe.com/resource/-26bb6/>

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.



# DM

## ***QUESTIONS TO CONSIDER***

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



# DM

## **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.).



# *DM* **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?