CDME1001: Communication Skills for Digital Media
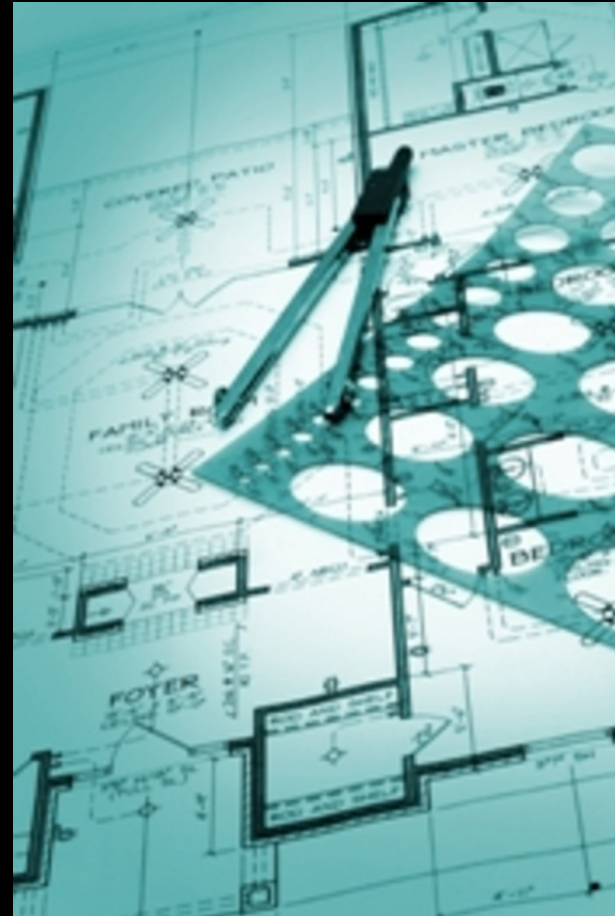
Planning Digital Media

University of Worcester

Digital Media production can be broken down into 3 stages:

- **Pre-production**

- **Production**

- **Post-production**

University
of Worcester
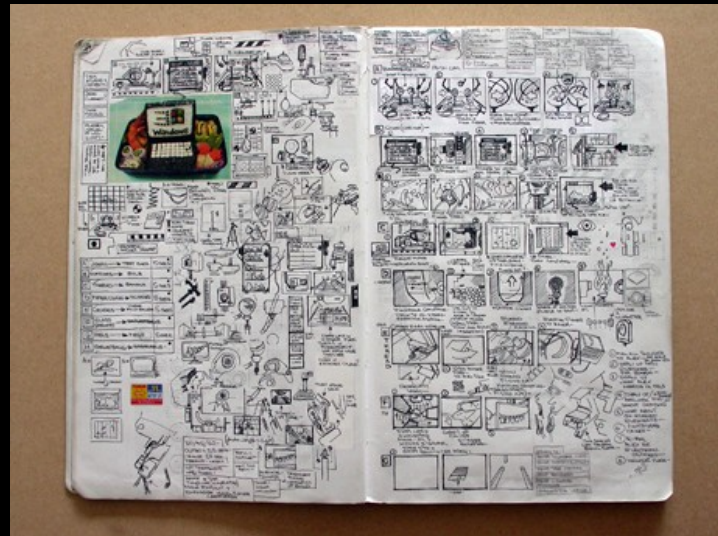
Pre-production

Pre-production methods will vary depending on the type of media you are creating. The process can be broadly broken down into several key phases:

- Conceptual Ideas

- Research

- Script

- Storyboards

- Flowcharts

- Prototypes

University of Worcester

Planning Digital Media - Pre-production

Conceptual Ideas

This is where the idea is broken down into it's basic premise and an overall 'theme' is developed.

Once the theme has been established, the idea is then developed to include a more detailed breakdown of the content:

- Who, What, Where, When

- Target Audience

- Technical Considerations

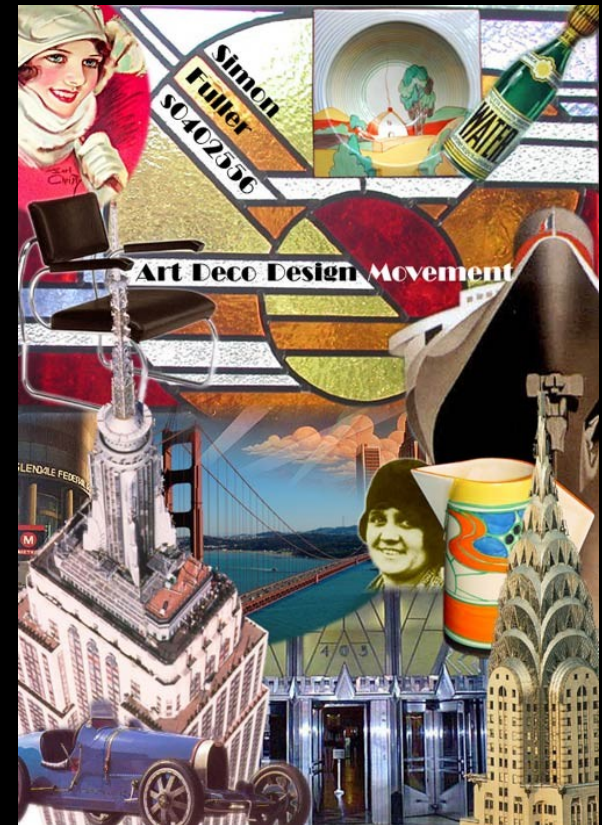- Distribution

University of Worcester

Research

This stage suggests a broader exploration of the project. It involves:

• **Research** – visual and technical

• **Creation of rough visuals** – mood boards, layouts, colour schemes, fonts, images etc.

Specific designs and treatments are created. Thought is given to the way the media will 'flow' or navigate (if appropriate).

Ideas and themes are narrowed down to 2 or 3 workable ideas which will serve as a source of visual reference throughout the project

University of Worcester

Script

The stage where sequences are developed. It is a phase that is more specific to time based media, but the principles can also be adapted and applied to other types of media production. It includes:

 a written breakdown of the content/narrative/story depending on the nature of the project.

Establishing & developing a script that flows well at this stage ensures that any initial problems can be identified and solved before the project develops any further.

University of Worcester

Storyboards

A visual translation of the script.

They illustrate 'key' points in a sequence and include elements such as camera angles for time based media and screen layouts for multi-page presentations (websites, POI systems, DVD menus etc.).

Storyboard revisions ensure that a coherent visual flow is established throughout the media prior to production.
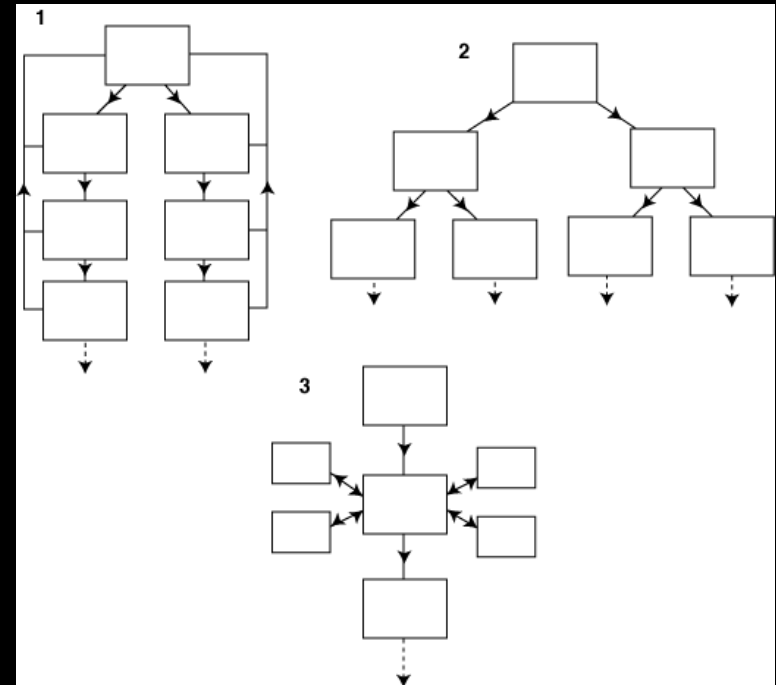
University of Worcester

Planning Digital Media - Pre-production

Flowcharts

Flowcharts illustrate the structure and pathway that the end user takes through an interactive multimedia project e.g. websites, interactive CD Roms, DVD menus etc.

Flowcharts enable you to establish how the user will navigate the project.

University of Worcester

Planning Digital Media - Pre-production

Prototypes

These represent the first working 'rough' of the final project

It normally involves scanning rough sketches/page layouts into the authorware and establishing whether the visual/narrative flow is established. In animation, for example, this is known as an animatic .

University of Worcester

Planning Digital Media

Production

The production phase involves assembling all of the planned elements and, in the case of multimedia, execution of the project using appropriate software.

Postproduction

This is the work that goes on AFTER the production has been completed e.g. with film it is editing, special effects etc and for a website it is testing and revising the product.

University of Worcester