



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 102.02
Describe digital graphics production methods.



DESIGN PROJECT PHASES

Based on Adobe test objectives, the following are the Design Project Production Phases:

- Define
- Structure
- Design
- Build & Test
- Delivery

In this presentation, they have been designated relative to the Pre-, Post-, and Production phases.



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.



CHOOSE HARDWARE

- Computer
- Still Photo Camera
- Graphic Tablet
- Scanner





CHOOSE SOFTWARE

Paint Program

- Bitmap graphic editing program that creates and/or edits photos or bitmap images (example: Adobe Photoshop).



Draw Program

- Vector graphic editing program that is commonly used for logos, icons, and other scalable graphics (example: Adobe Illustrator).





PRE-PRODUCTION PHASE

DESIGN

- Create sketches and design comps.
 - Design comps can be generated in Adobe software by creating layer comps that save all renditions in the original file for previewing.
- Present to client for review and feedback.
- Redesign and resubmit for approval.



QUESTIONS TO CONSIDER

- Why is it important for you and the client to develop a plan for the design?
- Why is it important for all the team members to use a unified method for saving and naming files?
- Why would a design team want to document any changes to the project plan?



PRODUCTION PHASE

BUILD

- Draw or create original graphics.
- Write text for the design.
- Import text into document.
- Apply typography consistently.
- Import graphics into document.
- Arrange components into a balanced and unified layout according to approved design comp.



DM **PRODUCTION PHASE**

TEST

- Check for errors.
- Revision based on test results.
- Preview the final version.
 - Preview to see how the graphic design will look on a particular output device (computer monitor, tablet, phone, printer, etc.).
 - Test print any graphic design that is destined for print work and proofread for quality assurance.



QUESTIONS TO CONSIDER

- Why would a designer want two additional people to proofread and check the product?
- If a monthly calendar for Skills USA is being created, what are the advantages of using a template for each of the twelve pages?
- Why would designs for web based material need to be previewed on Android and Apple products?



POST-PRODUCTION PHASE

DELIVERY

- Optimize the digital media for specific client needs, including:
 - File format requirements (Watch [video](#) here)
 - 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).



OPTIMIZE FOR WEB DELIVERY

- Use Export/Save for Web command.
- Use web friendly format for faster download:
 - JPEG
 - GIF
 - PNG
 - PDF
- Adjust file quality and compression.
- For working purposes, incorporate some of the settings into the filename, such as “banner_medium.jpg” for an image saved as a medium-quality JPEG.



SAVE FOR WEB OPTIONS

Save for Web (100%)

Tip: Use File > Export > Export As... or right click on a layer for a faster way to export assets. [Learn More](#)

Original Optimized 2-Up 4-Up

Original: "invite.tiff"
3.2M

JPEG
84.72K
16 sec @ 56.6 Kbps

10 quality

Preset: Original

Convert to sRGB

Preview: Monitor Color

Metadata: Copyright and Contact Info

Color Table

Image Size

W: 1110 px Percent: 100 %
H: 756 px Quality: Bicubic

Animation

Looping Options: Once

1 of 1

R: 255 G: 255 B: 255 Alpha: 255 Hex: FFFFFFFF Index: --

Preview... Save... Cancel Done



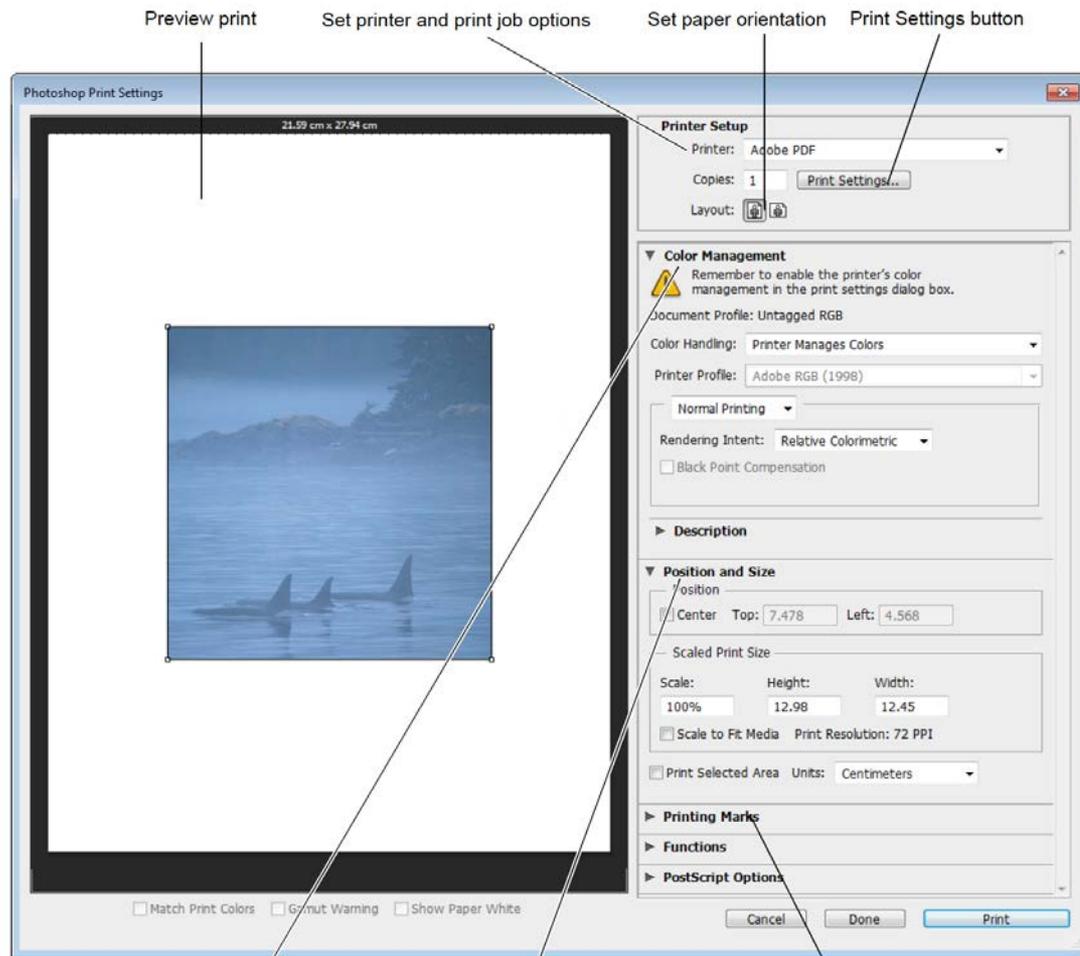
PREPARE FOR PRINT DELIVERY

- Set image resolution to 300 ppi for better quality.
- Convert to CMYK (if sending to offset printer).
- Use lossless or uncompressed format.





ADJUST PRINT SETTINGS



Preview print

Set printer and print job options

Set paper orientation

Print Settings button

Specify color management and proofing options

Position and size image

Printing Marks and Functions



IMAGES FOR VIDEO DELIVERY

- Create images of various aspect ratios so that they appear properly on video devices.
- Using the options in the Size menu, you can produce images for specific video systems—NTSC, PAL, or HDTV.
- Use safe zones to ensure that everything fits within the area that most TVs display, keep text within the title-safe margins, and all other important elements within the action-safe margins.



CREATE IMAGE FOR VIDEO

- Create a new document.
- Choose Film & Video preset.
- Choose appropriate size option.





ADOBE NATIVE GRAPHIC FORMATS

.PSD

- Native file type used by Adobe Photoshop.
- Does not compress layers of a design, allowing for future editing.
- May not be recognized by all programs.

.AI

- Native file type used by Adobe Illustrator.
- Does not compress layers of a design, allowing for future editing.
- May not be recognized by all programs.



BITMAP (RASTER) GRAPHIC FORMATS

.JPEG (JPG)

- Most common graphic file format.
- Full color graphic format (16.7 million colors).
- Relatively small file size.

.GIF

- Indexed color format (256 colors).
- Supports simple transparency layer.



BITMAP (RASTER) GRAPHIC FORMATS

.TIFF (TIF)

- Versatile graphic type that can use a variety of color formats.
- Format works best for desktop publishing or print work.

.PNG

- Supports advanced transparency.
- Relatively average file size.
- Can be interlaced, optimizing for internet use.



VECTOR (LINE DRAW) FORMATS

.SVG

- Supports interactivity and 2-D animation.
- XML-based vector format.
- Open standard.



QUESTIONS TO CONSIDER

- If the client does not have a current license for Photoshop, should you send the proofs as a .JPEG or .PSD file type? Why?
- How does a client's use of a graphic (on printed material or on the Internet) change its file type?