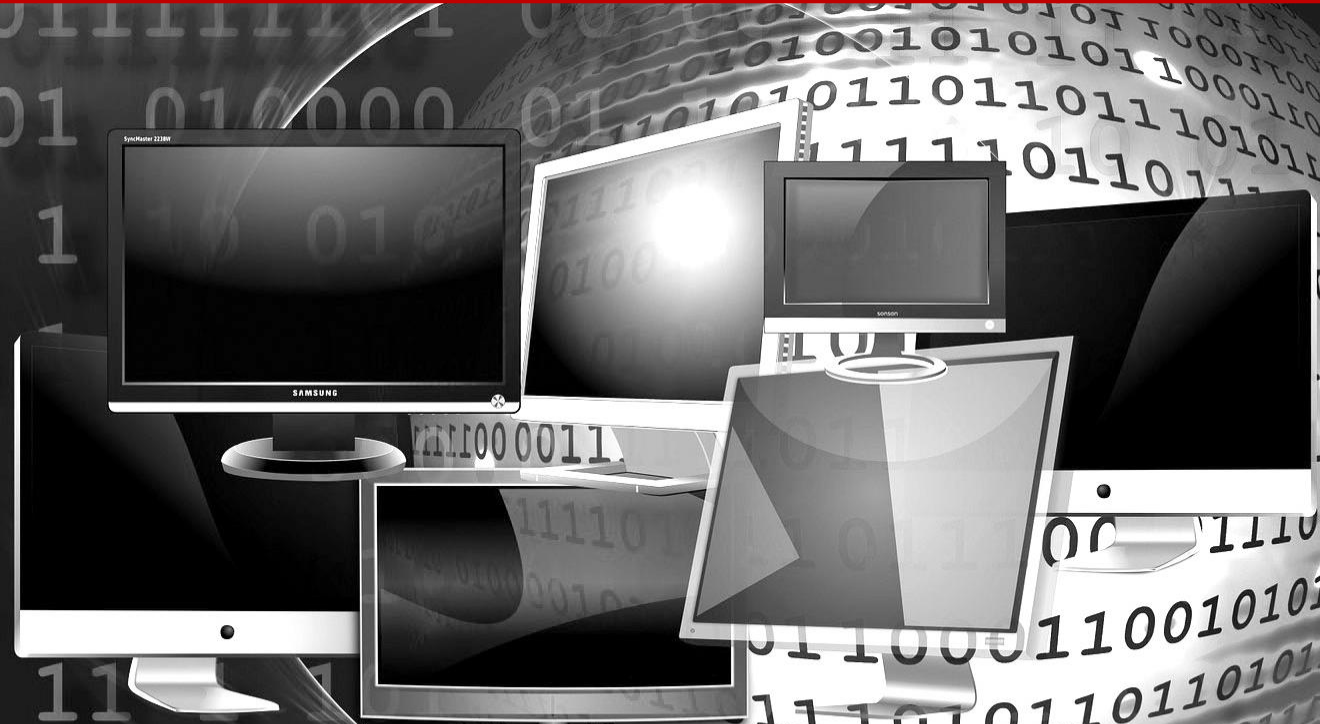


# *ExplorNet's Digital Media II*



Objective 203.01 5%

Understand advanced production methods for digital imaging and design.

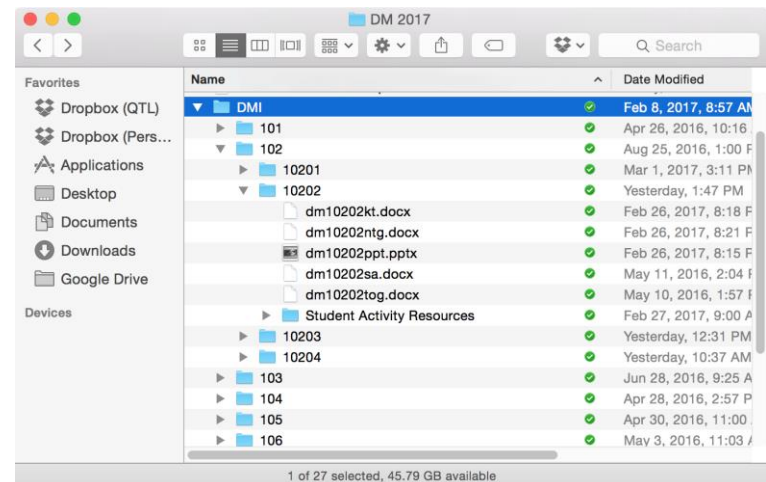
# Pre-Production

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- Meet with clients to create project plan.
  - Determine the purpose of the graphic design.
  - Define the intended target audience.
  - Set overall goals for design.
  - Agree on deadlines.
  - Create a budget.
  - Set a color scheme and set of typography based on client's current marketing and branding materials.

## Pre-Production

- Sketch layout ideas and present to client for approval.
- Gather and manage information and digital assets provided by the client.
  - Create a file-naming convention to assure proper organization and storage.
  - Save and organize files for easy and quick access.



# Pre-Production

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- Determine specific hardware needs:
  - Computer
  - Still Photo Camera
  - Graphic Tablet
  - Scanner



# Pre-Production

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- Determine specific software needs
- Page Layout Software
  - Commonly used for print layout work such as brochures, posters, flyers, newsletters, etc. (example: Adobe InDesign).



# Production

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- Setup document layout.
- Import or place text into document.
- Apply typography consistently.
- Import graphics into document.
- Edit the design components to convey the intended message to the target audience.
- Arrange possible design components into a balanced and unified layout.

# Post-Production

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- 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 InDesign by creating layer comps that save all renditions in the original file for previewing.

# Post-Production

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- Re-design the graphic based on client feedback (if necessary).
- Preview the final version.
  - 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.



# Post-Production

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- 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 document to the client.

# InDesign Printing Options

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- You can print all pages, even or odd pages only, a series of individual pages, or a contiguous range.
- Options for printing elements usually visible only on-screen such as grids and guides.
- Specify paper size and page orientation.
- Preview documents.

# Portable Document Format (PDF)

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- A universal file format that preserves the fonts, images, and layout of source documents created on a wide range of applications and platforms.
- Anyone, anywhere can open a PDF. All you need is the free Adobe Reader software.
- PDFs are compact and fully searchable.
- Can preserve navigation elements such as table of contents and index entries, and interactivity features such as hyperlinks, bookmarks, media clips, and buttons

## Export as PDF

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- You can export a document, a book, or selected documents in a book as a single PDF file.
- When you export an InDesign file to PDF, you can preserve navigation elements such as table of contents and index entries.
  - Choose File/Export
  - Select PDF in the Save As Type or Format option
  - Choose appropriate options

# Common Document File Formats

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## .INDD

- Stands for InDesign Document.
- Page layout project created by InDesign.
- Includes page formatting information, page content, linked files, styles, and swatches.

## .PDF

- Stands for Portable Document Format.
- Cross-platform format created by Adobe Acrobat but viewed using Adobe Reader.
- Preserves all formatting.