

# *ExplorNet's Digital Media II*



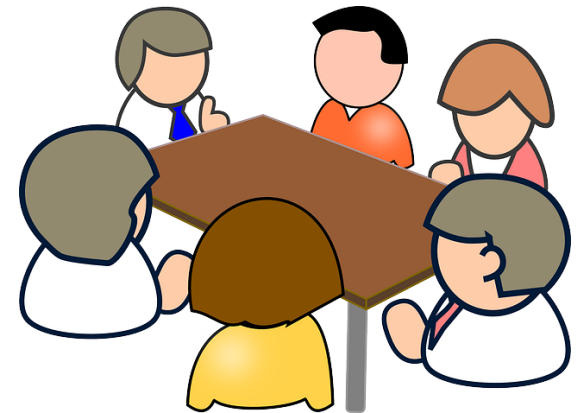
Objective 204.013%

Understand advanced production methods for digital animation.

# Pre-Production

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- Determine the overall purpose of the project.
- Define the intended target audience.
- Agree on deadlines for phases of project.
- Create a budget.
- Select color scheme and typography.



# Pre-Production

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Choose the appropriate software.

- Adobe Flash
  - Former standard 2D animation software that is used to create games, advertisements, websites and more.
- Adobe Animate
  - An HTML-based 2D animation software that specializes in creating animations for the internet using HTML5 code. Replaces Flash.

# Pre-Production

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- Adobe AfterEffects
  - Tool for video compositing, motion graphics design, and animation.
- Adobe Character Animator
  - A character animation application that allows you to bring expressive characters to life using your own artwork.
- Maxon Cinema 4D Studio/Autodesk Maya
  - The industry standard 3D animation software that creates three-dimensional models and animates them in a virtual environment.

# Pre-Production

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Gather and manage digital assets.

- Convert files
  - Make sure files are in the proper format in order to access and edit them in the software.
- File-naming convention
  - Come up with a consistent way to name all files to assure proper organization.
- File organization
  - Organize all files in appropriate folders for easy and quick access.

# Pre-Production

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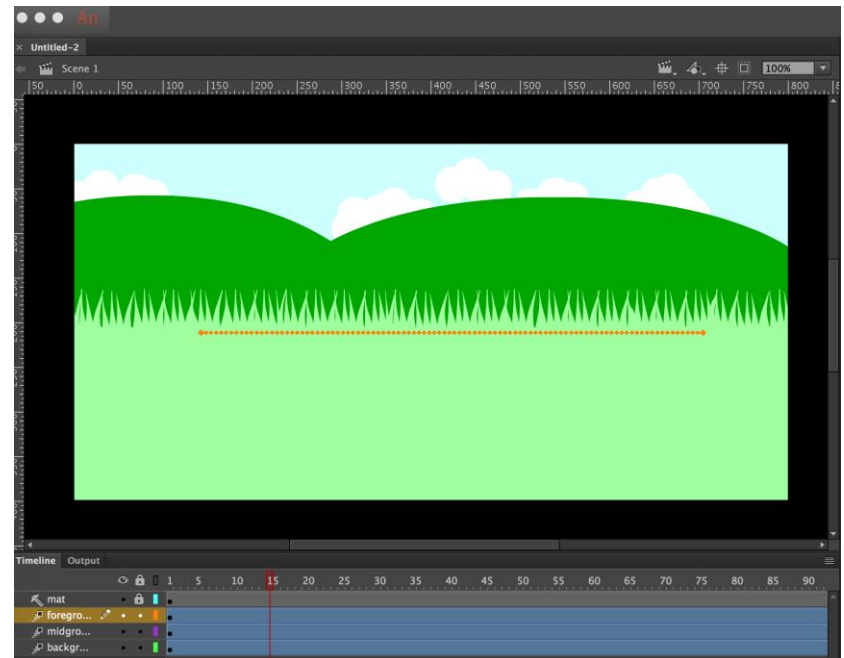
- Create storyboard.
  - Sketch out each major scene or phase of the animation. Provide the client with detailed information describing what's happening in each scene.
  - Identify transitions between scenes.
  - Describe other parts of the animation such as audio, interactive buttons, etc.



# Production

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- Import existing graphics, audio and/or video into library of animation project.
- Draw or create original graphics and place them on independent layers.
- Animate the objects according to the storyboard.



# Post-Production

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- Debug the animation.
  - Preview the animation and check for undesired movement or errors.
  - Use a debugger program to check the ActionScript code for syntax or omission errors.
  - Address any errors that are detected.





# Post-Production

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- Export/Publish the animation.
  - Choose the correct file format based on client requirements.
  - Distribute the exported animation for client review.
  - Preview and check for errors.

# Post-Production

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- Optimize the animation output file for specific client needs, including:
  - Primary use of animation
  - File size requirements
  - File format requirements