

ExplorNet's Digital Media II

Objective 203.01 5%

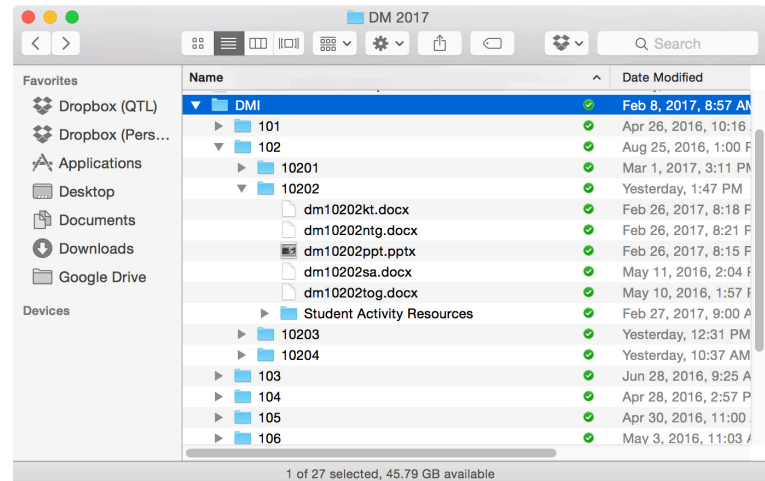
Understand advanced production methods for digital imaging and design.

Pre-Production

- 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



Pre-Production

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



Pre-Production

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



Production

- 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

- 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

- 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

- 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

- 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)

- ❑ 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

- 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

- .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.