

Top Tips

AV AND MEDIA DESIGN PROCESSES

November 2020: The Media Design and AV teams have some updated procedures and new services. Check out the tips below to learn more.



What's New?

1

Sample Script Review

Creative Studio can provide consultation on initial scripts to assess how successfully they will translate to screen.



2

Media Producers

Media Producer are attached to every media project; they will work in tandem with Media Designers and other members of CS on animation assets.

3



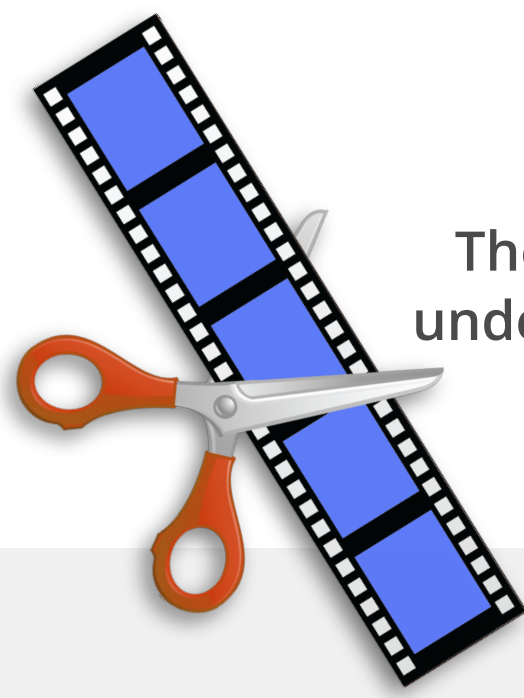
Proof of Concept Approval

The approval of a Proof of Concept (POC) by stakeholders commits the team to those style choices for the rest of the project assets created.

4

Alpha Cut Review

The Alpha Cut is the first example produced by a vendor, and their chance to show us they understand the project and can execute it correctly. The Alpha Cut will need closer scrutiny of its adherence to the POC, and may require more revisions than subsequent assets.



5

Text on Screen



When animation or video projects show text on screen, we need that content delivered to us as editable text (Word format preferred), not as a screen grab that needs to be re-typed.

6

Budgets and Schedule



It's important to understand the time and budget needed for the production of media assets. We have tools for calculation of budgets, and we are always available to consult on specifics for costs and schedule.

Remember...