

Class #12

DIGITAL MEDIA FOUNDATIONS

Class #12

**VIDEO/ANIMATION PRODUCTION
PROCESS RECAP! + CURATION:
PORTFOLIO PROJECTS**

Today's agenda

Video/Animation Process (Recap!)

Curation: Portfolio Projects

Homework reviews

Homework for next week!

The Design Process

For motion design and the Film industry

1 ?

2 ?

3 ?

Do you remember the 3 main steps?

The Design Process

For motion design and the Film industry

1 Pre-Production

2 Production

3 Post-Production

Pre- Production *(The Before)*

1

Concept, Scriptwriting and Storyboarding

2

Sketches, Visual Design and Style Frames

3

Animatics & Video Board

4

Asset Preparation, Casting, Location Scouting

5

Crew Hiring and Coordination

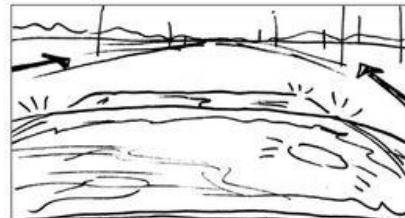
Storyboard

(Pre-Production)

Breaking Bad Scenes 6 - 12 Page 2 03/29/2011



Shot 6



Shot 7



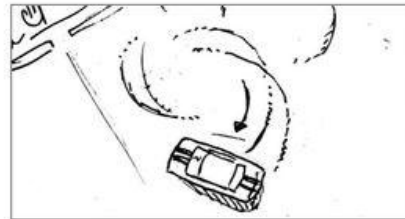
Shot 8



Shot 9



Shot 10



Shot 11

Production

1

Preparation and Setup

2

Shooting Days / Animation or
Footage Creation / Audio Recording

3

Art Direction

4

Review & Feedback

5

Refinement, additional materials &
Handoff to Post-Production

Art Direction

(Production)



Post- Production *(The After)*

1

Editing (Offline = Rough Cut)

2

Music, Sound & Visual Effects (VFX)

3

Color Correction and Grading

4

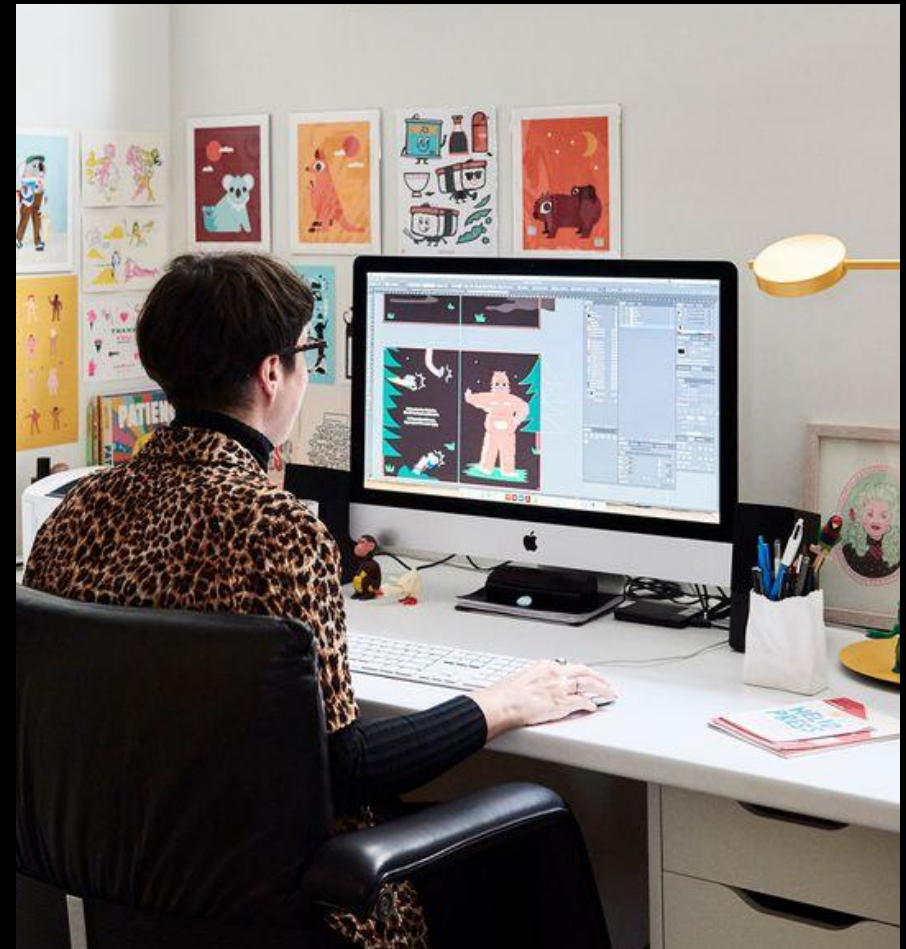
Titles, Graphics & Animations

5

Review and Feedback & Delivery

Titles, Graphics & Animations

(Post-Production)



Part 2:

CURATION: PORTFOLIO PROJECTS

What is Curation?

What is Curation?

- **the selection and care of objects to be shown in a museum or to form part of a collection of art, an exhibit,, etc.:**
 - *the curation of archaeological artefacts*
- **the selection of films, performers, events, etc. to be included in a festival:**
 - *his curation of the 2016 Meltdown festival*
- **the selection of something such as documents, music, or internet content to be included as part of a list or collection or on a website:**
 - *digital content curation*

Ten tips for curating an engaging digital portfolio:

1. **Keep your target audience in mind**
2. **Be consistent and keep the page design simple**
3. **Tell your story**
4. **Document and demonstrate your learning and critical thinking**
5. **Align your reflections with your goals**
6. **Indicate the type of work you want to do in the future**
7. **Keep your digital portfolio organized and browsable**
8. **Think of your digital portfolio as a living document that needs routine care**
9. **Provide contact information**
10. **Ask for feedback**

EXAMPLES!

नमस्ते दोस्त! I'm Jung.

Once upon a time, I was born as a genius baby in Seoul. 19 years later, I flew to Chicago to study design, and now, I have become a fully grown design nerd and a UI/UX designer in NYC at WIX.com's Playground. I love playful interaction design, minimalism, and happy dogs.

You can't wait to check my work, right?



Y--NJUNG CHO 조영정

Designer based in NYC who enjoys being versatile,
systematic, and playful across different realms of design.



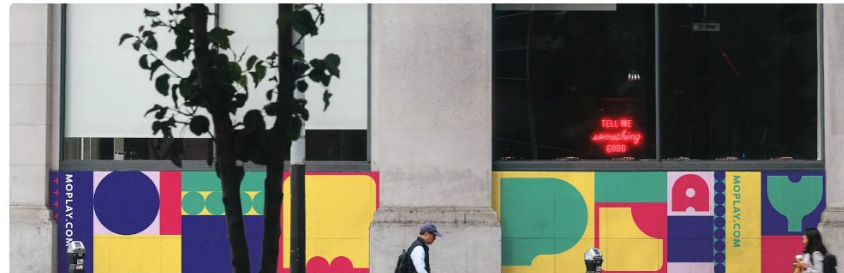
PLAYGROUND

Branding | Packaging | Toy Design



PPAE O NAL

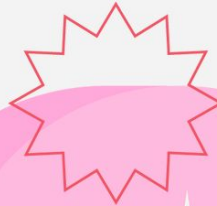
Branding | Motion



Scroll & Click to see more work ↗ Scroll & Click to see more work ↗ Scroll & Click to see more work ↗

WORKS

illustration ◊ illustration

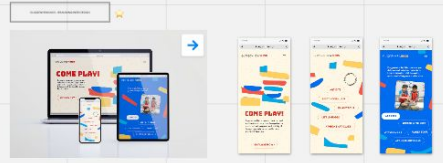
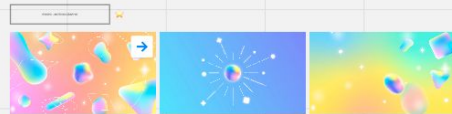
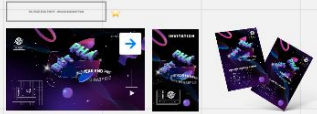
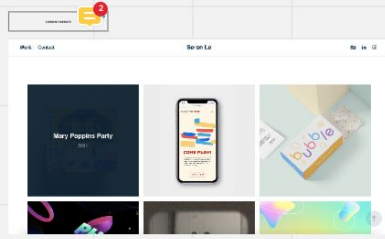
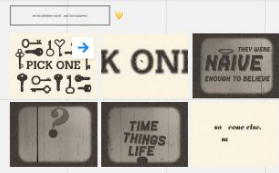
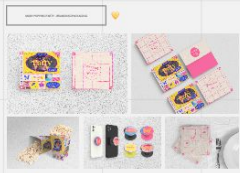


**WELCOME TO
SEREN LE'S
PORTFOLIO WEBSITE**

MOTION

SCROLL ↓

DESIGN



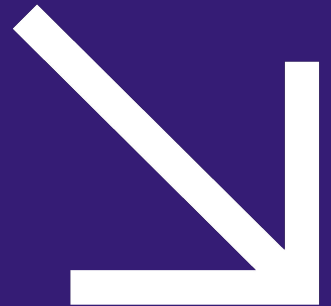
Homework Part 1

Deliver your digital creations!

Continue with:

1. **Wrap up and send me your final files** (via email or drive)
2. **Write about your experience:** in a few lines write about your design process from start to end, give examples and tell the story of your creation.

[Present next class for feedback](#)



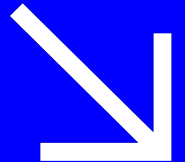
Homework Part 2 (optional)

Portfolio Pieces

Start with:

- 1. Select your top 2 design projects**
- 2. Draft information and text for each project (role, year, client, team, etc...)**
- 3. Select a platform to present (ePortfolio, Adobe, Wix etc...)**
- 4. Create a quick layout sketch for your portfolio project page (think of it as a template)**

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Homework Review



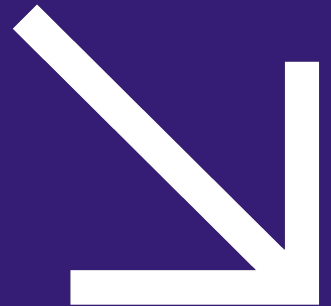
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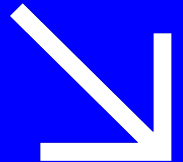
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**ANY
QUESTIONS?**

**THANK
YOU!**

