

DIGITAL STORYTELLING (DST) STEP 4: DIGITAL PRODUCTION

DST4-1: INTRODUCTION TO DIGITAL PRODUCTION

Phase 1) Tips for creating audiovisual content

- After you have gone through careful steps of studying and analysing your target audience, clarifying the concept and message of your story, and scripting and storyboarding the scenes of your story it is finally time for digital production.
- To prepare for this phase, read through Steps 5-10 in these guidelines: [Producing a short feature film by AnimaVision](#).
- The ways and methods of digital production strongly depend on the project objectives and the digital skills and equipment the team members have. Different project goals require different types of content, editing software, and publication platforms.
- In view of your DST project goals and resources, discuss with your team members what digital solutions are available and how well they meet your project objectives. **Be prepared to experiment with several apps and programs** before you find the ones that suit you best.
- **Combine forces with more technologically savvy peers** to get tips and hands-on guidance for identifying and using different digital solutions for production and editing.

Phase 2) Prepare for digital production step by step

- Discuss the image below to identify potential challenges of content generation, creation, and finalization. Write down your strengths and weaknesses related to each production phase: taking pictures, shooting footages, voice recording, editing, mixing sound and voice, subtitling, matching content with goals, test screening, and publication.

