



DIGITAL STORYTELLING (DST) STEP 4: DIGITAL PRODUCTION

DST4-2: INTRODUCTION TO CONTENT GENERATION

Phase 1) What is content generation?

- Content generation refers to taking pictures, shooting footage, and recording voice and sounds.
- At this stage, your team will have to make decisions about the composition of the final product. Is it going to be built on still pictures, motion pictures, or a combination of both? Vertical or horizontal? What are the requirements for sound and voice?
- Make test shoots and recordings to find the best digital solutions and devices for your needs.
- Throughout your content creation process, remind yourself of [these production tips by AnimaVision](#).

Phase 2) Checklist for content generation

- **Arrangement:** Is the final product vertical or horizontal? Depending on this choice, all visual content (photos and footage) must be generated accordingly. This choice is often determined by the platform used for publication.
- **Resolution:** The higher the resolution of photos or videos, the better the viewer experience. However, high resolution puts pressure on the technical capabilities the user's device.
- **Motion:** When shooting footage, different cameras handle motion (caught on camera) differently. The best devices (usually the latest versions of smartphones) can create footage with smooth motion in high resolution. If the test recording results show a weak motion capture capability, include less movement and more stable scenes.
- **Lighting:** Lights and colors do not appear on the screen as they do in reality. Be prepared to adjust your lighting conditions. For the best results, review your storyboard to check where the risks lie (for example: reflections on glass surfaces and windows; fumes and smoke; sunlight and shadows; nighttime recordings).
- **Space:** Filming locations can appear different in real life and in pictures. In images, distances may be distorted and the dimensions and proportions of objects may change. If realizing your initial idea is too difficult, modify your storyboard and make changes to filming locations.
- **Camera stabilization:** Whether you are shooting still or motion pictures, camera movement can significantly affect the quality of your content. Use camera stabilizer applications on your device.
- **Voice:** Voice quality is usually of insufficient quality if you are using camera alone. If speech or voice in general is an important part of your content, record them separately and add the audio files to the media pool of your editing software.

