**PFA 110 INTRODUCTION TO MEDIA ARTS**

**Stages of Media Production:**

In any media production, there are three basic stages of action. These are: Pre-production, Production and Post-Production stages. They can be further explained as follows:

**Pre-Production**

This is usually called the planning or preparation stage. It involves the choice of a script or writing of a script, hiring of cast and crew through audition, production design, and choice of sets, costumes and location. It can also involve planning the style of recording (radio) or cinematography (film and television). For example, in a typical film production, the director can pre-visualise set design and camera style using software programmes that enable film makers to see in advance how camera sets up and lenses will look like on the sets. In most cases too, the pre-production stage usually involves a brief period of rehearsals.

**Production**

This is the actual stage when the actual recording work takes place. For film and television, the shooting of script (scenes and episodes) by the cinematographer is the production stage. For radio, production takes place inside the studio or location where the recordings of voice or sound effects take place. Invariably, the recording of radio programmes and shooting of television programmes takes place inside the media studio before they are edited and later transmitted to the mass audience.

**Post-Production**

This stage is the final stage of production which involves the cutting of sound and image, composition and recording of the music score, sound recording for special effects and dialogue replacement. The stage also involves creation of digital special effects and others in order to achieve proper colour balance in the images. All these can be done digitally (Digital grading) or with the use of traditional laboratory method.

Generally, editing in the media is the process of collating and arranging all the shots, audio, visual effects, graphics and special effects in a movie, television and radio show in the sequential order. In celluloid (35mm or 16mm), editing is usually done manually by cutting and joining the fill sproll. But the audio part of the celluloid film is recorded separately and edited in the editing suite before it is laid on the film. In video production (VCD, DVD), editing can be achieved either through linear (analogue) or the non-linear (digital) editing process. The Video Compact Disk or Video CD (VCD) is also known as Compact Disk distributing films on standard 120 mm optical discs.

The Digital Versatile Disc or Digital Video Disc (DVD) is a digital optical disc storage format invented and developed by Phillips, Sony, Toshiba and Panasonic in 1995. It is an optical disc technology with a 4.7 gigabyte storage capacity on a single-sided, one layered-disk, and which has the capacity to store a 133-minute movie.