

How products develop

There are lots of different products made by the media industry:

- print products
- video
- audio
- interactive media etc...

They're very different

But there are similarities...

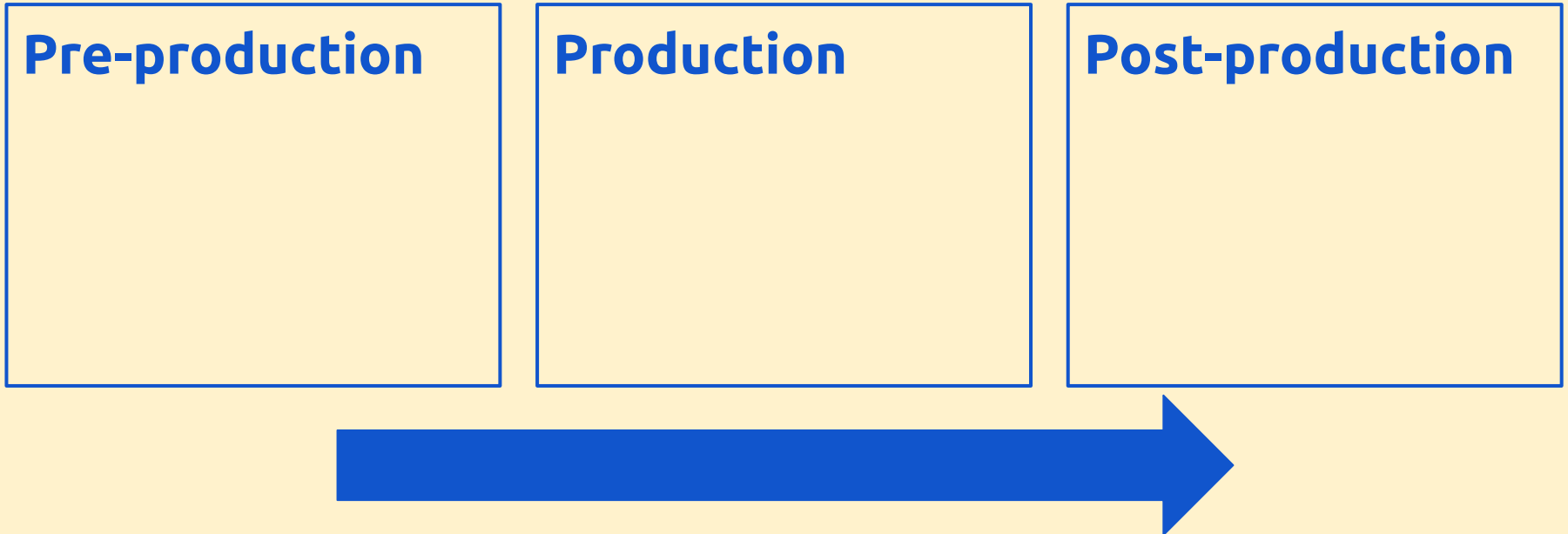
How products develop

Similarities:

1. they're all part of the **media industry**
2. they all involve **communication**
3. they all go through the same **product development process**

How products develop

A media industry project has **three development stages:**



Every project goes through all 3 stages

Some people in a team might only be involved in one of these stages

How products develop

1. Pre-production stage: things that happen before anything is made

Pre-production

Planning and organisation – e.g. designing, meeting with clients, script writing, storyboarding, scouting for locations to film in

Production

Post-production



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2. Production stage: the main making stage for a product

Pre-production

Planning and organisation – e.g. designing, meeting with clients, script writing, storyboarding, scouting for locations to film in

Production

When the product is created – e.g. the filming and audio recording of a film, the creation of an animation or the production of an advert

Post-production



How products develop

3. Post-production stage: after the product has been created, including **distribution**

Pre-production

Planning and organisation – e.g. designing, meeting with clients, script writing, storyboarding, scouting for locations to film in

Production

When the product is created – e.g. the filming and audio recording of a film, the creation of an animation or the production of an advert

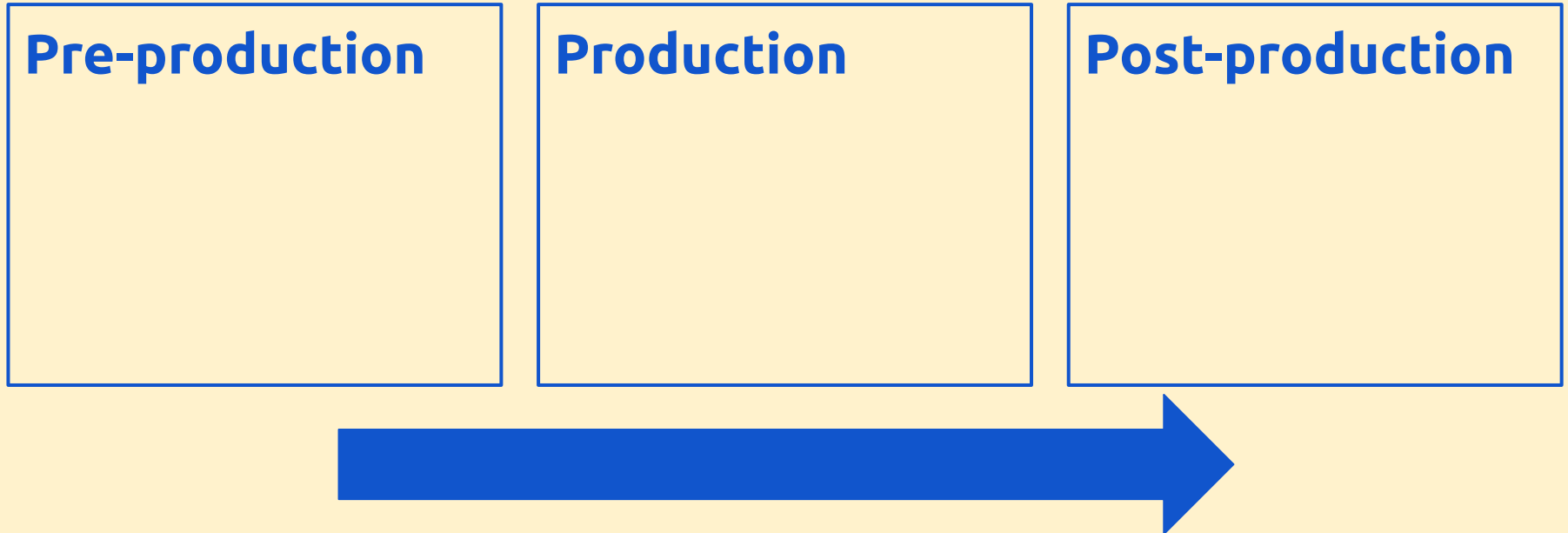
Post-production

Takes place after the product has been created – e.g. editing video or audio, adding video effects or titles. Includes the **distribution** of the product



How products develop

Task: draw a diagram to show the 3 stages of the development of a product



Task: Add details about the sorts of things that go on in each stage. Thinking about how a film or TV programme would be made might help