



## The production process – Graphics and captions

A modern media production will often need to be released in different forms and in different media.

The production graphics for an industrial presentation will often be used in a DVD presentation, and internet website and a printed brochure.

Homogeneity and continuity of the client's corporate image is a vital consideration when producing production graphics.

Channel 6 Television produces production graphics using both video-specific tools and many general graphics applications that are popular in other areas of the graphics industry.

Production graphics can easily reflect and function side by side with the client's corporate graphics for other media.

Production graphics - in particular animations - are often amongst the last components to be produced for a production.

The textual content of production graphics and captions will usually be defined in the version of editing script which is sent to the client for approval - usually in relation to the approval of the first cut.

When the graphics are produced these may also be submitted for approval of design, layout and content via e-mail or the client area of our website.

For client organisations with a pre-defined corporate design manual, production graphics are produced in accordance with the manual.

For television production graphics there may be some departure from design manual standards, as the PAL TV system does not accommodate as wide a colour gamut as is normal for computer graphics or traditional printing.

Colours used television graphics must be "legalised" to remain within the PAL gamut - though this can usually be accomplished without noticeable deviation from other corporate media graphics.



### ***There are two other design issues that often necessitate deviation from a client's design manual -***

The television image aspect ratio - of 4:3 for standard definition and 16:9 for high definition/widescreen is often a format that the design manual does not consider - in such cases we usually try to formulate an additional "standard" for the client, to which all television productions must adhere.

Similarly, many client design manuals do not take account of the fact that whilst the "background" for most media is white - as on paper - the "natural background for television is black (or more correctly - a dark glass screen).

This often necessitates the negative reversal of a client logo or name to white on black rather than black on white.

Many clients do have alternative logo / name configurations that take account of different colour and background combinations, or allow offset shadowing for logos superimposed over motion or still video.

As with the aspect ratio issues, we strive to formulate a standard to which all productions for the client adhere - where conformity is impossible, consistency is a desirable alternative.

All production graphics and data are archived on retrievable media for future use.