

# How products develop

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

- print products (e.g. adverts)
- video
- audio
- interactive media etc...

They're very different

But there are similarities...

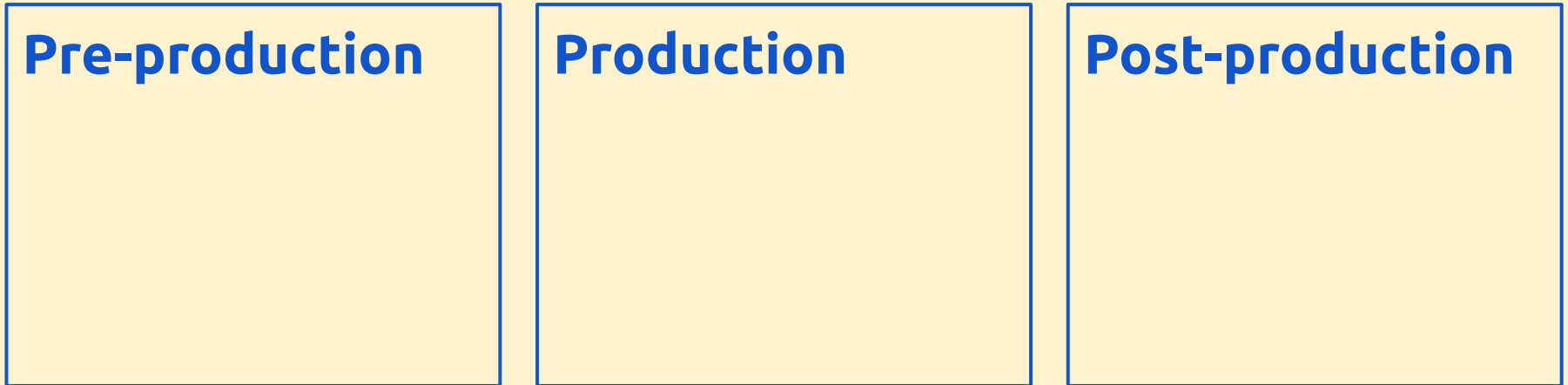
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## Similarities:

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

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**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



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**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

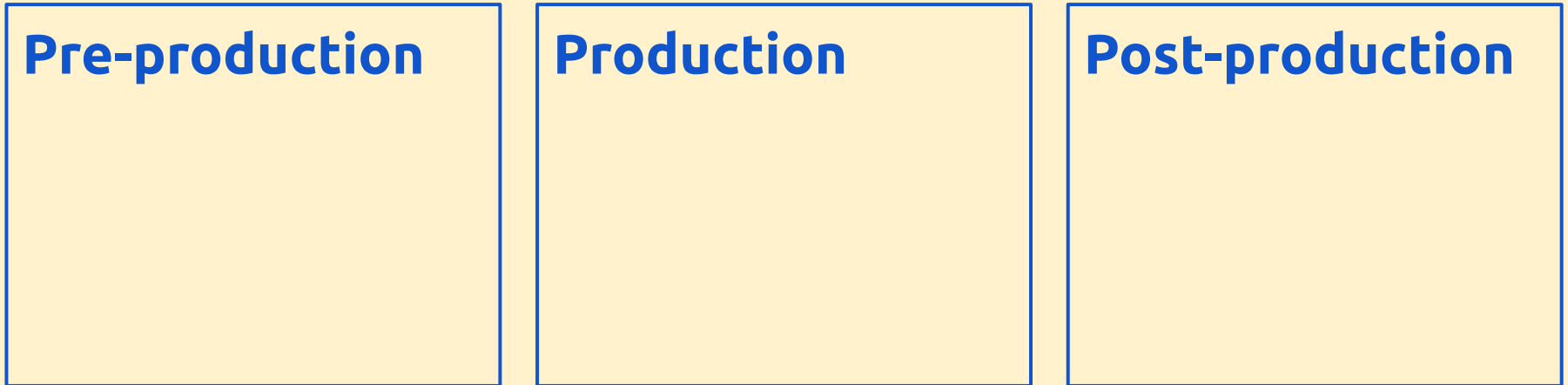
## **Post-production**

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



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**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