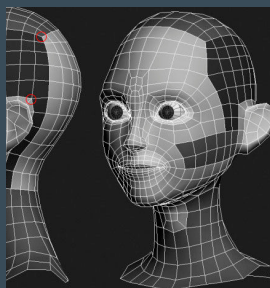
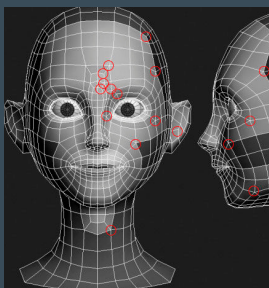


Introduction to

# CREATIVE PRODUCTION MANAGEMENT

Azri Syazwan Bin Atan  
Anis Safinaz Binti Ramli



Introduction to

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JR KV

Azri Syazwan Bin Atan  
Anis Safinaz Binti Ramli

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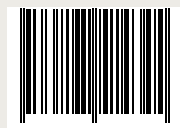
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# PREFACE

We are delighted to present this book, which serves as an introduction to creative production management. The content within these pages aims to shed light on the intricacies of creative production management processes. These processes offer creative teams in design, marketing, video, web development, and beyond a specific framework to establish, monitor, and achieve project expectations.

A creative production management framework is a valuable tool, ensuring that work is completed on time, within budget, and to consistently high standards. It is a guiding force that empowers creative teams to accelerate and track growth and performance effectively.

May this book become a source of sustained benefit to all who delve into its contents. Our hope is that it leaves a positive impact, contributing to the enrichment of knowledge in the realms of creative production management. Thank you sincerely for dedicating your time and attention to this exploration.

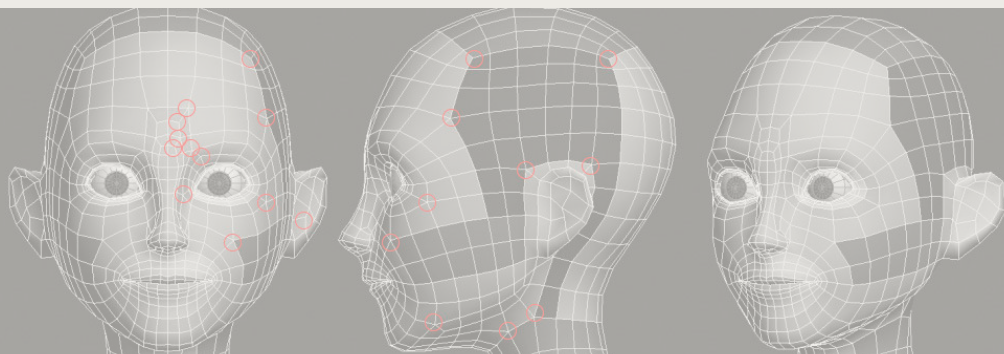
*Azri & Anis*

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# INTRODUCTION

# 01

01 Introduction

# Creative Management

Creative management for digital art involves the systematic organization, coordination, and oversight of the many stages and activities involved in creating digital art. The role entails the supervision of several tasks, including the development of ideas, creation of resources, implementation of animation, incorporation of visual effects, and ultimate completion and distribution. Establishing pipelines, which refer to structured processes, is a fundamental aspect of managing digital art creation. Pipelines contribute to streamlining the manufacturing process, enhancing its efficiency and overall quality.





The first stage of idea generation in the production of digital art encompasses several activities, such as creating mood boards, storyboarding, and establishing the project's overall visual direction. These activities together contribute to the development of the artistic concept. The first step in asset creation should be establishing a clearly articulated vision.



# Histories of Digital Motion



The method for producing motion pictures using computer software to produce digital animation, sometimes computer-generated animation. It has transformed the field of animation by enabling more sophisticated and realistic animations than ever before. Digital animation has a long history dating back to the early days of computer technology.

A computer graphics pioneer, John Whitney developed the first digital animation in 1960. He created a sequence of abstract visuals on an analogue computer, then captured them on film and played them back as a motion picture.





Other animators later utilised this approach to make early computer-generated animations. The introduction of the first personal computers and graphics software in the 1970s cleared the door for more complex digital animation.

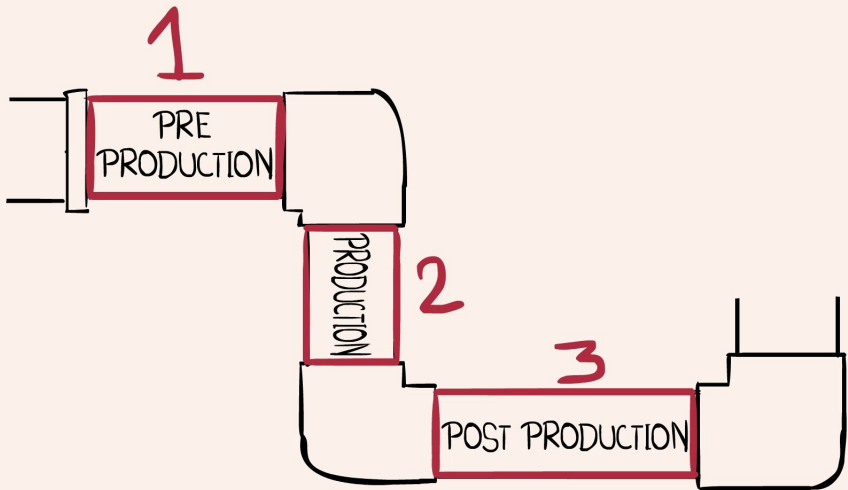


# PRODUCTION MANAGEMENT PHASE

02

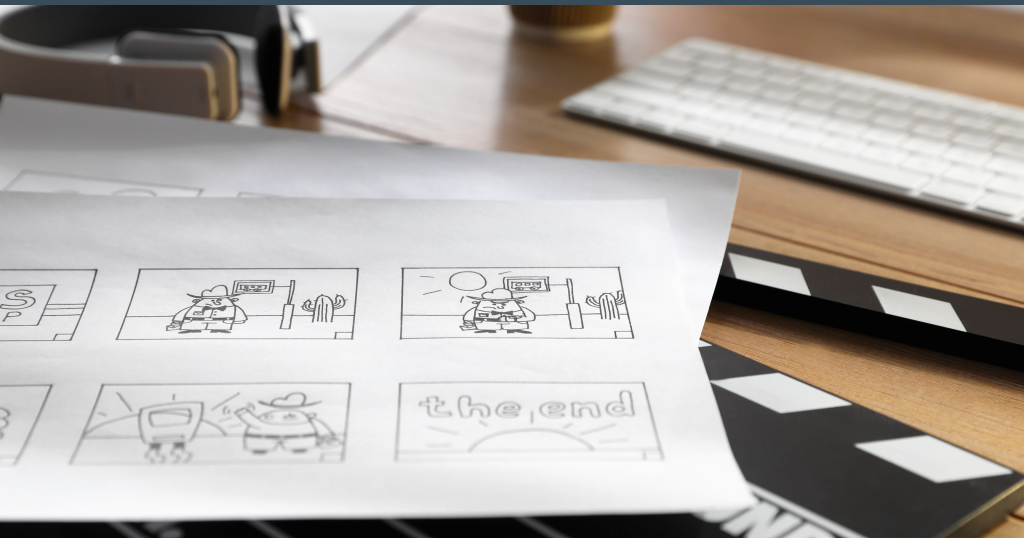
## 02 Production Management Phase

# Production Phase PIPELINE



The production phase of the development of digital art motion content is a complex and demanding process that takes place over numerous phases and incorporates various creative and technical aspects involved in producing an animated movie or television program. It entails developing concepts for tales, writing screenplays, designing storyboards, creating characters, animating, post-producing, and distributing the final product.

Throughout the animation production process, a collaborative effort amongst specialists who possess specialized expertise, such as writers, artists, animators, editors, and sound designers, is required to bring a story and its characters to life. In a nutshell, combining talent and skill by members working together to get the tale of the whole animation or motion characters came to life.



# Digital Motion Art Crew



The best way to describe the digital art motion crew team is that they must comprehend the entirety of the job scope. Depending on how intricate, time-consuming, or complex the artwork that needs to be completed is.

They may choose to focus on just one position within each production pipeline, or they may choose to cover every job in each phase in the pipeline. Below is a list of the motion art production crews that usually apply in the industry.



- Animator
- Art Director
- Concept Artist
- Composer
- Coordinator
- Designer
- Creative Director
- Director
- Editor
- Producer

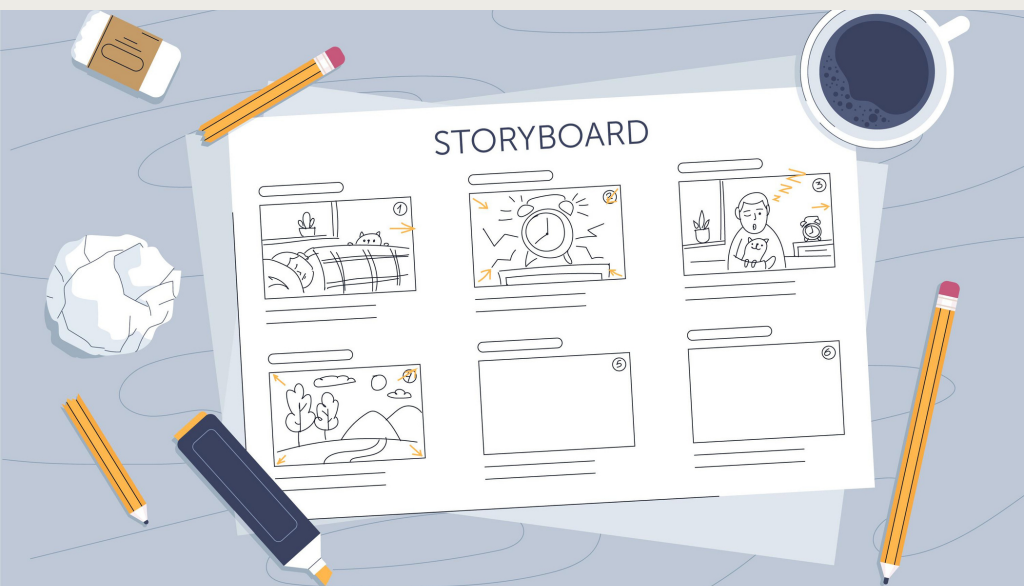


# PRE-PRODUCTION

# 03

03 Pre-Production

# Concept Development



During this stage, you will develop concepts, create mood boards, storyboard the project, and define the overall visual style and direction. Before moving on to the asset development process, it is necessary to formulate a distinct plan of action.

# Script for Digital Art

Technically, constructing a screenplay for digital art material still corresponds to the theory of storytelling or narrative structures; these phases reflect the basic idea and detail of the development process. However, between motion, 2D animation, and 3D animation, two primary phases must be completed before the production phase in the pipeline.





first phase the idea is to create story with a good storytelling that and usually these phase were draft before the production team agree with the idea and will continue to the following phase, Second phase is to merge the story with the concept and technical details and finalize with the team and storyboard artist must be ready for the next process



# Storyboard



The process of storyboarding involves generating a still, unchanging draft of the script. Include a storyline that explains the plot, character positions, camera setup, and event sequence.

It is essential throughout the production phase and aids in reducing undesirable decisions made during a production phase in the pipeline. You should know how to create a storyboard since starting an animation project without one is like building a construction without a plan.

# Asset Creation



During this stage, the emphasis is placed on producing the digital assets needed for the project. Modeling, texturing, rigging (for characters), and the creation of environments or backdrops are all included in this process. The pipeline should identify the software tools and methods that will be utilized and the quality standards and requirements for each asset. In addition, they should be included in the definition of the pipeline.

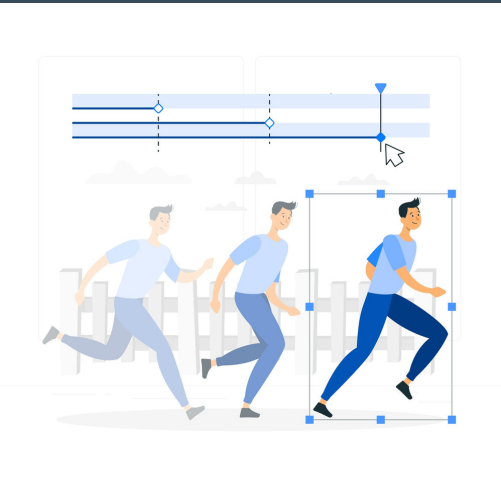


# PRODUCTION

# 04

04 Production

# Animation



The animation step will begin after all the assets are completed. This is accomplished via movement and performance to bring inanimate things and characters to life. The pipeline should include an overview of the animation methods, such as keyframe animation or motion capture, and details on the necessary software and equipment.

1



2



3



4



5

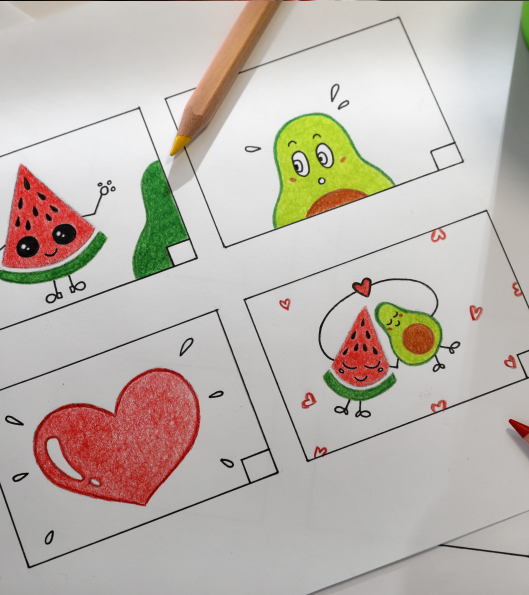


6



The process of 2D and 3D animation is quite different in the production phase for the animation process. For example, 2D animation starts by creating a character or object frame by frame, whereas character animation is already done during pre-production.





There are a few types for keyframing the character to make it live in motion, depending on the software that production requests to use. The first type of animation uses frame-by-frame drawing, the second type creates a skeleton or uses bone in character, and the last type of rigging is 2D animation. All these types were different from the 3D animation process.



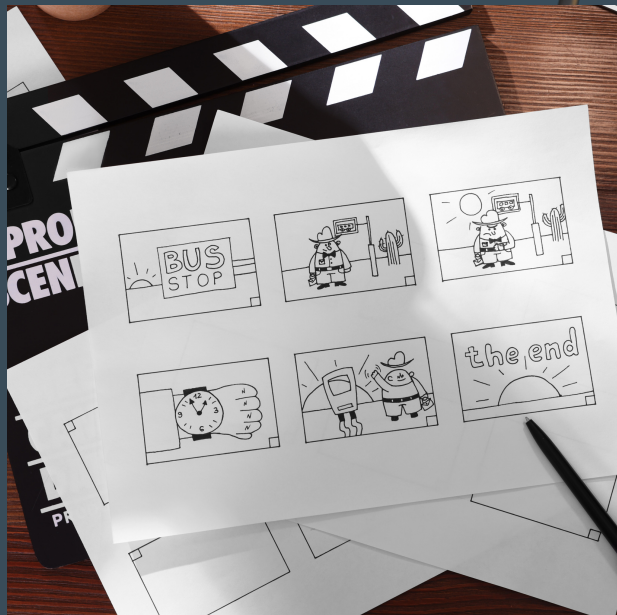
While 2D animation has a few types of creating motion to animate, 3D animation always starts from creating 3D modelling and sculpting using computer 3D software.

During this process, the 3D artist must be able to finish the geometrically the model until the layout of the animation before application of the bone to the character and animate it.

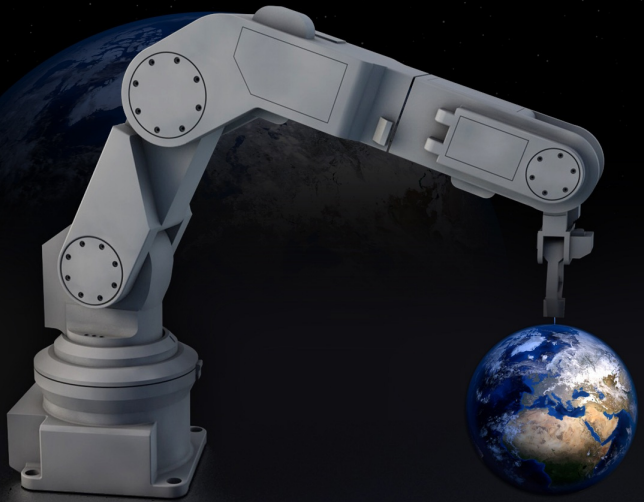
# Lighting



In the world of animation, understanding the principle of lighting is crucial. To make the animation more realistic and natural during the screening, applying the lighting like the real world can create more dramatic and simultaneously enhance the animation's quality.



Both 2D and 3D animation need to have good lighting by adding shadows and practical points of illumination that bring the audience's attention to explore and enjoy the mood and atmosphere of the animation.



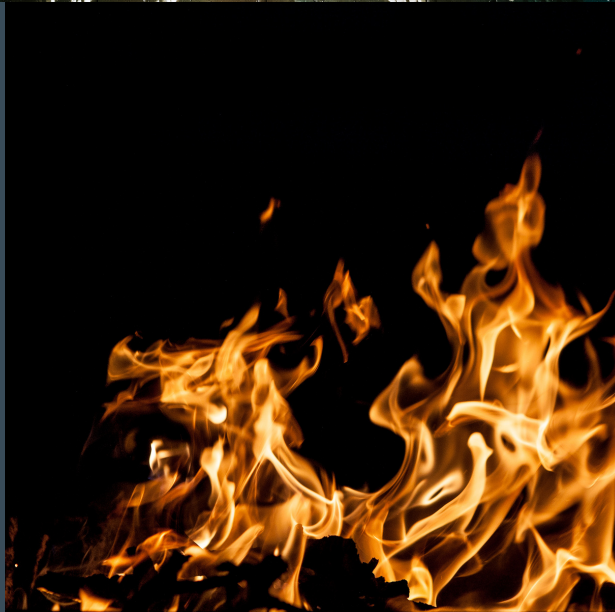


More lighting will immediately enhance the vitality of the cinematography in both 2D and 3D animation, bringing the scene to life, emphasizing the character's mood and feel, and leaving the spectator with a strong sense of the object's and event's significance.

# Visual Effects (VFX)



Visual Effects (VFX) are modifications or additional aspects of the artwork. Any further post-production work necessary to improve the graphics, such as particle effects, simulations, or compositing, will be completed during this stage. The pipeline should outline the visual effects approaches that will be employed and identify the software and resources needed for this step



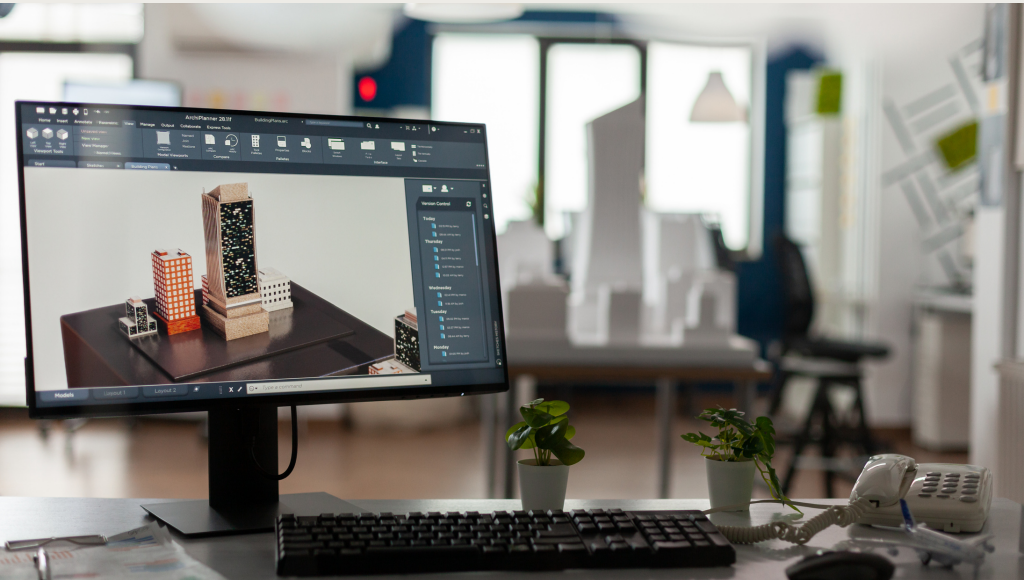
# POST-PRODUCTION

# 05

05 Post-Production

# Rendering

Transforming a digital artwork into its final picture or video format is called rendering. It is necessary to configure the lighting, camera angles, and rendering parameters to obtain the desired result. The pipeline should include an overview of the rendering approaches used and a list of necessary software or rendering engines.





# REVIEW

## Review and Feedback

Through production, it is vital to conduct frequent reviews and feedback sessions to guarantee that the artwork is in line with the project's objectives. To facilitate efficient communication and cooperation among team members, the pipeline should have milestones for review sessions and outline the feedback process.



## Feedback



# Delivery of the Last Artwork

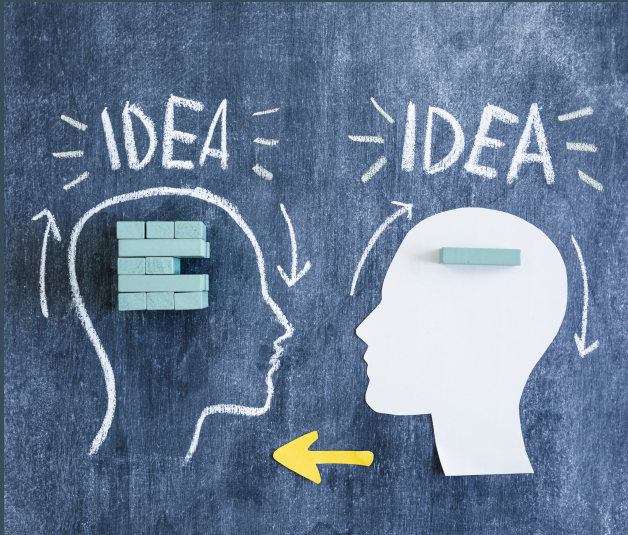
The seventh and last step entails the delivery of the final artwork in the format that was intended, whether it be for online, print, or multimedia platforms. The pipeline should specify the distribution requirements, including file formats, resolutions, color profiles, and any other technical parameters



# CONCLUSION

# 06

In a nutshell, digital art production management comprises the whole process of making digital artwork, beginning with the formulation of the idea and ending with the delivery of the finished result. Pipelines are an essential component in establishing the structural workflows, tools, strategies, and quality standards necessary at each step of the production process. This helps ensure that the final product is efficient and of high quality.



## 07 Activity

**1. An important for further understanding of the production management phase. As a member of the production team, in a small group of four members are required to do a survey or research on how to practice dealing with any film production company in Malaysia**

1. Production Crew and Job Scope list it in hierarchy order (Director, Production Manager, Director of Photography, Director of Art, Contishoot, Gaffer, Makeup Artis)
2. Achievement of the production house /one past project and ongoing project.
3. Obstacle/difficulties before and during the production

**2. Why Concept idea very importance in creating motion, animation or 3d animation?**

**3. In pre production, scheduled was very importance in making the production going as plan, create a mini Gantt chart, for your pre-production phase.**

1. Identify the production elements and specific schedule
2. Hands-on practice marking production schedule
3. Gantt Chart

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