

# Production

*by Sophia*



## WHAT'S COVERED

In this lesson, you will learn about the last stage of the creative design process, which is production. Specifically, this lesson will cover:

## 1. Defining Production

**Production** is the process of creation and is the final step in the design project.

This stage usually involves refining and modifying a piece to fit the context of what the product is used for.



### TERM TO KNOW

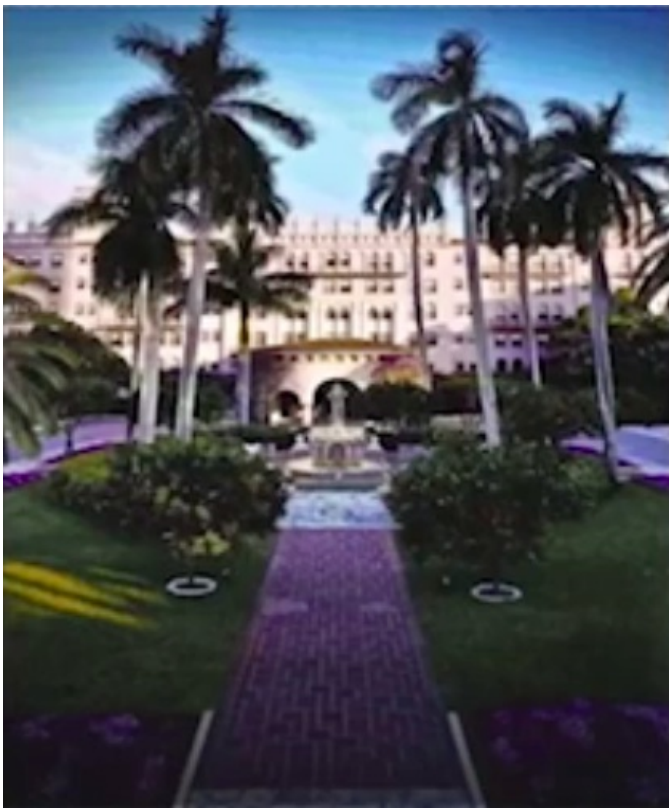
#### **Production**

The process of creation, and the final step in the design project.

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## 2. Production in Action

In the example below, a digital poster has gone into production, and will later be used as a loading graphic for a video game called "Left for Dead."



Refinements are made to the piece until you end up with the design that's ready to go into the final product. This is what the design looks like in action while you're waiting for your game to start.

The next example is a very quick look at web design being set up and put together.



Once the design is coded and ready to go, its own domain gets tossed online. You then have a fully functioning website for everyone to use.

As a designer or artist, it's rewarding to see something go from an idea to a fully developed product.



## SUMMARY

In this lesson, you **defined production** as the final step of the creative design process which usually involves refining and modifying a piece to fit the product's context. You then looked at some examples of **production in action**.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



## TERMS TO KNOW

### **Production**

The process of creation, and the final step in the design project.