



6 STEPS TO VIDEO PRODUCTION

Step 1. Initial Consultation: You will identify a single point of contact who will serve as the technical expert and be available throughout the project. This person must have authority to schedule and provide access and permissions to record the necessary people, locations and materials called for in the script. This person will meet with our producer. This meeting helps the producer gain a complete understanding of who and what is available to successfully accomplish your goals.

DECISION REQUIRED Sign Contract.

Step 2. Research: The producer collects information and resources that will aid in writing the script. Your participation in this step is very important. The producer has to become well-versed in the details of the available material, so that he can tell your story accurately and in a style appropriate to your organization's image.

Step 3. Scriptwriting: The producer will develop a first draft of the script for your review. With your feedback, a second draft is submitted for your approval. It's important that any representatives from your company who will ultimately participate in the approval process give their input early on, so as to avoid an endless sequence of re-writes that will slow down the production process, as well as possibly adding unnecessary expense to your project.

DECISION REQUIRED Approve Script

Step 4. Videotaping: Once a final script has been approved, taping can begin. Both motion image and still image capture will take place on your premises, or at some other appropriate location as called for in the approved script. Expect to see a variety of video production equipment used: lighting equipment, video monitors for playback of recorded footage, microphones and recorders, teleprompters, and so forth. Your input during this step is important: is the camera crew capturing the image to its best advantage? Is an important visual image or audio resource being overlooked? These are some of the aspects you will want to pay attention to during the taping process.

Step 5. Pre-edit preparations: This is where all the final elements needed for the eventual edit session are consolidated. Any studio voice-over audio recording is done. The images from the videotaping sessions are previewed and notes are made as to the best takes and best-looking shots. These notes are incorporated onto the script page, laying out the visual scenes, which will appear during the course of the script narrative. Music to be heard in the background of the video is chosen. Your technical-advisor provides important consultation during this step.

Step 6. Editing: Finally all the elements of the video project come together: video images, voice-over narration, titles, graphics, background music. This is a tedious process of carefully assembling the video program one piece at a time. It is often helpful for you to be present during this process to assure your intentions for the program are realized. While changes can be made to a video program after editing is completed, it's a difficult and sometimes compromising effort.

DECISION REQUIRED Approve Project