

Video Production Process



In a Nutshell

A Three-Part Process

• Pre-Production

• Production

• Post-Production



Pre-Production

- Video strategy/goals
- Budget/scope
- Story selection
- Project timeline
- Script creation
- Talent/characters
- Production team/
equipment needs
- Location Scout



Production

- Setting up the sound/
lighting/video
equipment
- Conducting interviews
- Recording voiceovers
- Capturing b-roll



Post-Production

- Logging the interviews
- Producing the final story
- Music selection
- Supporting graphics
- Video editing
- Reviews/approvals
- Final Delivery

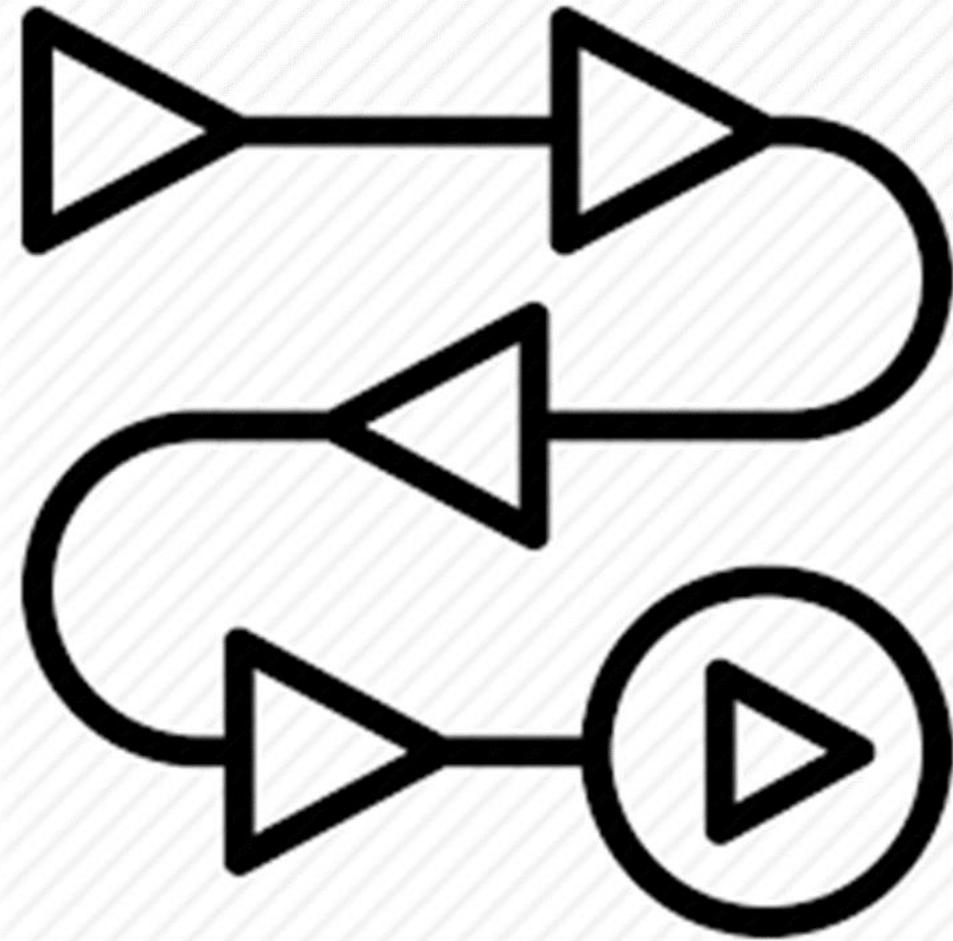
Pre-Production

Where planning and coordination happens



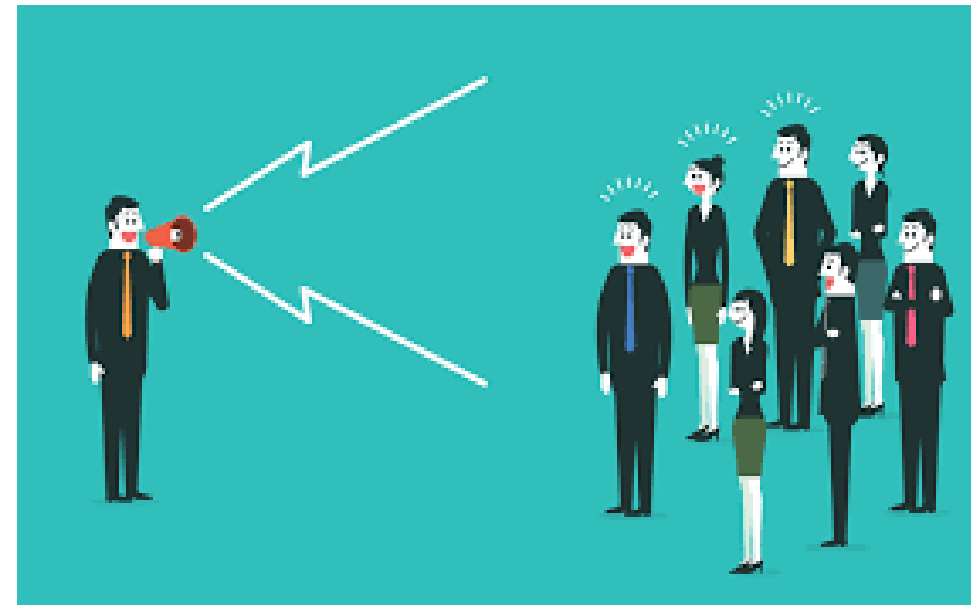
What happens in the Pre-Production Phase?

1. **Outline your objectives**
2. Research your target audience
3. **Decide on your core message**
4. Build a video strategy
5. Write a video production brief
6. **Write a video script**
7. Create a story board
8. Plan and schedule the shoot
9. **Shoot the footage & edit**
10. Distribute & Promote video



Outline your objectives

- Begin with the **ultimate goal** for your video content
- What's the purpose of your video?
- What do you hope to accomplish?



Research your audience



- Conduct interviews and listen to your target audience



- Get insights into:

- What they like and how they think
- What do they really connect with?
- What are their most common problems?

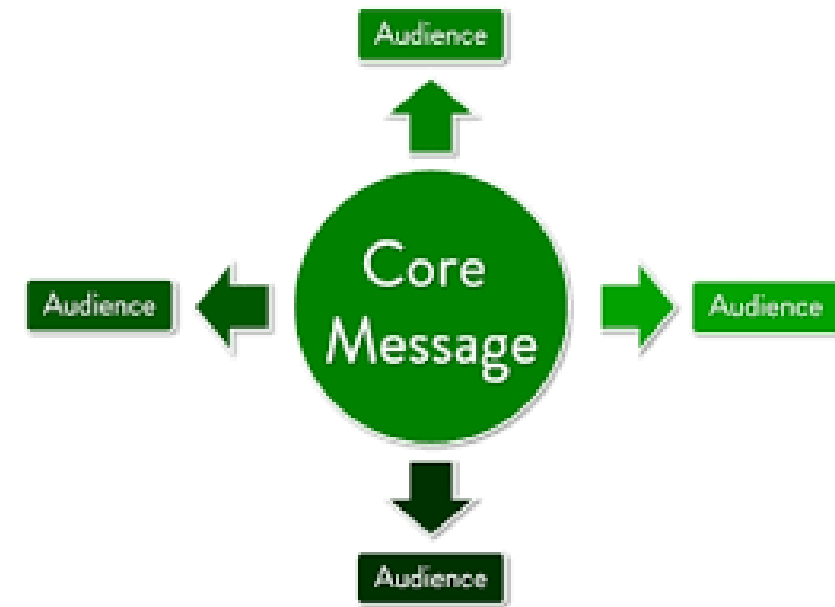


Decide on your core message

- Keep the end goal in mind: what action does your audience need to do to make it happen?

Basically:

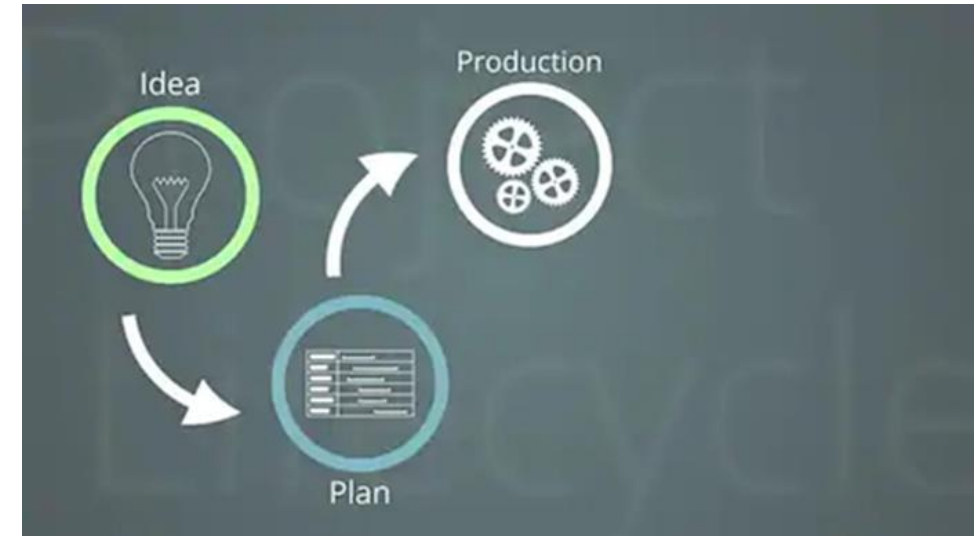
- What do you want your audience to **do** after watching your video?
- What do you want them to **think**?
- How do you want them to **feel**?



Build a video strategy

This involves:

- How you will create and edit your video content — who will do what?
- How you will **distribute** your video to the target audience.
- How you will achieve all these within your timeline
- How you will **reuse and repurpose** your video



Write a video production brief

- Production brief serves as a guide during the production process. It includes:
- The research and information you've collected:
 - Your video objective(s).
 - Your target audience and any **insights** you have into them.
 - What you want your audience to feel, think and do.
 - The core message(s) behind your video.
 - Your timeline and resources.

Write a Script

- Blueprint for your video (along with the storyboard).
- This is an **important specialized** task that should ideally be left to an expert.
- Any great script should have the following:
 - Natural and Human.
 - Engaging and interesting to your target audience.
 - Simple and easy to understand.
 - Short, sweet and concise.
 - Sound good when read aloud.
 - Get across all the necessary information.
 - Convey your core message.

Create a Storyboard

- A storyboard through drawings or stock images gives a clear visual how your video will be shot



Fade up on ECU of eye opening – pupil dilates. Camera slowly dollies back as the creature looks around, blinks, then moves out of frame. Rack focus to another Nanotyrannus traversing the forest of fan palms.



CUT TO: Low-angle tracking shot below 3 creatures in hunting mode – sniffing the air, very alert. Behind them, sunlight emerges through huge redwood trees. The creatures hear a distant sound and quickly move towards the source and out of frame. Note: One of the Nanos steps right over camera?

— CAMERA →



CUT TO: POV of creature moving swiftly through forest, dodging trees and other obstacles. Several Nanos come into frame, heading in the same direction.

P.O.V.
ADVANTAGE



CUT TO: A dinosaur, perhaps Stegosaurus, drinking from a stream, suddenly raises its head as it senses danger.

CUT TO: The pack of Nanos emerge from the forest. The camera moves back into the clearing where the Stegosaurus prepares to defend itself.



CUT TO: WS of the pack of Nanos, surrounding the Stegosaurus. CUT TO: MS of a Nano lurching forward, snapping jaws, ready to attack. CUT TO BLACK.

Plan and schedule the shoot

This includes:

- **Scouting and securing a location**
- **Organizing all equipment**
- **Acquiring all necessary permissions**
- **Putting in place contingency plans if anything goes wrong**



Where you capture the interviews and footage
&
The story begins to come to life

PRODUCTION

DIRECTOR

TAKE

SCENE

ROLL

DATE

Shoot the footage

- Everyone appearing on camera is **relaxed**
- Video footage should be well-lit, **well-shot** and **well-framed**.
- Film enough footage to make editing easy
- Follow **script** and **storyboard** closely.



Post-Production



Edit video content and distribute

- Handled by a **skilled editor**
- Review footage and transcribe interviews
- Select the best takes to use in the final video
- Create video according to script and storyboard
- In a way that makes video **easy to understand** and follow
- Distribute and promote your video



Resources

- Script writer - *Communication Manager*
- Voiceover artist
- Editing software (*Adobe Premiere*)
- Camera - (not professional)



Thank You