

Video Production In A Nutshell

“Preparation & Knowledge are everything in Video Production”

Four important phases to consider when hiring a production company:

Phase I – Pre Production

Consultations – A series of meetings between a qualified producer from the production company and key representatives of your organization where a creative approach for your video is defined and agreed upon, including costs and deadlines.

Scripting – The production company should offer several options for the most important part of the pre production process -- the script. Providing writing samples from writers with experience in your type of video before approval. The writer should write and rewrite drafts until you are satisfied. The script should include detailed audio and video notes so that you completely understand how your video will look and sound.

Locations – The production company should know how to evaluate locations, from studio to non-studio environments. Often, a studio specifically designed for video is worth the cost. Other locations have several concerns, for example, accessibility, power, noise, acoustics, lighting, windows, ventilation, etc... All concerns should be dealt with to avoid uncomfortable working conditions or lost time in production or post production.

Casting – The options for a wide variety of actors and voice specialists should be available for use in your video. Demo tapes should be provided.

Rehearsals – The production company should have copies of the script available for talent and have them well rehearsed before a taped performance. Rehearsals can cut production time by 50% which equals huge savings for the client.

Phase II – Production

Taping – The production company should assign a qualified crew to shoot and record all required materials outlined in the visual & audio portions of the script. The crew should have a history of working and completing jobs together on time.

Phase III – Post Production

Off Line Editing – The first step of editing is to produce a “rough cut.” The production company should provide you with a visual timecode rough cut of the video on a VHS tape. Take time to review it with others involved in your project. The rough cut helps make decisions on timing, scene sequence and shot selection. Sometimes this cut does not contain music, audio sweetening or fancy video transitions. The rough cut is re-cut until you are satisfied with shot selection, sequence and timing of the piece.

On Line Editing – Once the rough cut is accepted, the final editing is completed. This version contains first generation video, music, audio sweetening, transitions, special effects and other script specifications outlined.

Closed Captioning – An inexpensive process available for your video if necessary. Hearing impaired individuals sincerely appreciate close captioning.

Phase IV – Replication

Package Design – The production company should be able to provide you with this service. If necessary, they should also be able to provide you with still photographic service, if required, during shooting for design of the jacket.

Duplication – Along with your master tape or DVD, your production company should be able to deliver as many DVD copies of the final version of the video you require.