

The Three P's of Video Production

The Production Process Explained

Although getting a video production project off the ground may seem like a daunting task, the entire process can actually be broken down into three simple phases, the three P's: pre-production, production and post-production. The more you know about the three P's, the easier it will be to kick start your project and get the most out of your production.

1. Pre-production: This is the planning and co-ordination phase. It usually includes choosing a location and writing a script. It might also be considered the most important phase of a production.

2. Production: This is when the actual shooting occurs, either on location or in a studio. Narration and music recording, as well as the development of motion graphics and animations, are also part of the production phase.

3. Post-production: Editing, audio mixing and the insertion of titles and special effects take place in this phase. Post-production also includes tape duplication, packaging and fulfillment.

Before beginning your project, it may be necessary that you assign one person to serve as your "Project Manager" for the production. This person will have the authority to give final approval for each phase of the production process.

If your project involves complicated technical and/or specialized content, you will need to assign a person to serve as your "Content Manager" to make sure each content area is accurately covered during production.

Pre-Production

Production on any video project requires great planning for it to be a success. Working closely with you & your company, your ad agency and/or your marketing department, we start with your overall goals and arrive at the objectives for producing a video for your product or service.

Preliminary Budget/Bid: Once we have assessed your project needs, we can provide you with a preliminary budget estimate. When the details of your project are determined, such as number of locations; production days; special effects; graphics; and editing requirements, as well as the need for professional talent or narration, we can submit a bid to you. If the proposed project is very complex, it may not be possible to submit a final budget until the actual script is complete.

A contingency figure in the budget reflects the fact that even the most thoroughly pre-planned video production can fall prey to "Murphy's Law," with delays and problems that cannot be foreseen or controlled.

Scriptwriting/Script Consultation: Like blueprints are for an architect, a script for your video production is essential. Although it may not be brain surgery, video production is a highly skilled and detailed process. And without a carefully designed script, your project could end up costing more than expected, and be less successful in conveying your message. The script not only includes the talent's lines, it also plots out all the visuals (such as locations), and contains the creative elements (like motion graphics) that will hold the audience's attention. The script is the master plan for the actual production work.

Scriptwriting for video is different from other forms of writing - the message is carried through the visuals - not the words. Research studies have shown that people learn faster - and remember more of what they learned - when the material is presented to them visually.

If you chose to write your own script, we can provide script consultation, and give you suggestions on how to write effectively for video. However, we'd welcome the opportunity to provide you with a script. Like the production process itself, there are several steps in developing a good video script:

1. **Research:** Gathering and using printed information, site visits and interviews with technical advisors, employees and even customers.
2. **The Treatment:** This is a condensed version of the script, describing, in a general way, what will be seen and heard. The treatment will need to get the green light from you or your "Project Manager," before we move on to the next step.
3. **The Rough Script:** Just as the name implies, the rough script is a draft, which will explain, in detail, the look and feel of the finished project. Like the treatment, the rough script is subject to approval.
4. **The Final Script:** Once all of the additions and/or revisions from the rough script have been approved, the result is the final script and the production

phase can begin. Script approval is essential especially if narration or a voice talent is being used for the project.

Production

We match the appropriate production techniques to the style, message and budget of your video. Ariel shots, cranes and dollies - we bring the tools needed to each location and capture all elements necessary.

Shooting: Once the final script is approved, we'll work together to set up a production schedule - specific arrival times at all locations, and the names of all the people who will be filmed. Like many of our clients, you may be surprised to see how much time is required to set up a scene. But you will find that a good production is the direct result of creativity and craftsmanship, and rushing the job usually adversely affects the final results.

We also know that appearing on camera can be a nerve-racking experience for some. And a thrill-a-minute for others! A professional field producer experienced in this realm of production will direct on-camera talent and testimonials.

Audio: At this point, we also begin the selection and approval of voiceover talent and music. Recording sessions with voice talent are produced in a professional studio, directed by an experienced producer.

Depending on your specific needs and/or budget, music can range from high-quality, low cost, royalty-free selections to custom music created specifically for your project.

Graphics: Some may think of this as a post-production process, but creating great motion graphics, titles and animations to help convey your message should be considered a production unto itself. The earlier we plan the more effective we can make your message.

Post-Production

Editing: During the first phase of the editing process, we log (or index) all the video we've shot. Next, we create the video equivalent of a rough draft. By using the logged footage, we begin to create an order to the your project. Narration and the overall pacing of the video are achieved at this point. This rough edit allows us to take more time and fine tune final edit.

In most cases, you will have the chance to approve the rough edit before the final edit is made. If you are unable to join us at our studio, rough edits can be

supplied to you via overnight DVD or through our web-based review and approval system.

After the rough edit has been approved, it serves as a guide to create your finished project. The final editing process can include audio mixing and sound design, color correction, titles and motion graphics, as well as special effects and custom transitions.

Once the final edit has been approved, the video can be prepared for DVD replication/duplication with custom menus and navigation. Final approval copies are provided to all parties involved before the master copy is sent to replication/duplication. The final video can also be repurposed in a multitude of ways, including Internet video, such as YouTube, and marketing presentations.

Duplication/Replication: Although we don't provide mass duplication or replication, we are very involved with the process. We will help you make informed decisions about what solution is right for your project. With our print experience, we can also put the finishing touches to your project with the design and layout video packaging, such as the DVD imprint and inserts.

So that's it - pre-production, production & post-production. Let October Skies Productions handle all facets of your next video project. If you have any questions relating to the video production process in general, or to your production specifically, please call or email us anytime. We'll be happy to help clarify any points you wish to discuss.

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