



CLIENT GUIDE TO THE VIDEO PRODUCTION PROCESS

Because many clients aren't familiar with video production, we've summarized below some of the key steps in the process. These steps fall into three overall phases of video production:

Pre-production:

Planning and coordination for the project, including scriptwriting. Some say that television production is 99% planning and 1% production.

Production:

The actual videotaping, recording of narration and music, and the development of graphics.

Post-production:

Includes all editing, audio mixing, insertion of titles and electronic special effects, and tape duplication.

Before beginning the project, we will ask that one person in your organization serve as the "Yes/No" person for the production. This individual will have authority for final approval of each step in the process related to content. If the tape will involve various segments with specialized content, we ask that you designate one person as "subject matter specialist" for each content area to be covered.

PRE-PRODUCTION

Preliminary Estimate/Bid: After one or two meetings with a client we can provide a preliminary budget estimate. As soon as the details of the project are determined -- the number of locations and production days, special effects and graphics desired, editing requirements, the need for outside services such as professional narration, etc. -- we will present a final budget. For a very complex production the final budget may not be written until the script is completed.

A contingency figure in the budget reflects the fact that video production is a highly complex process that is subject to delays and problems that often cannot be foreseen.

Scriptwriting: A script for a video production is indispensable, like blueprints for a house: without a carefully designed script, a project will probably wind up costing more than expected and be less than successful in conveying your message. The script includes more than a narrator's lines. It plots out all of the visuals, contains the creative elements that will hold the audience's attention, and serves as a plan for the actual production work.

Scriptwriting for TV is different from other forms of writing. Visuals -- not words -- carry the message most strongly in video. Generally, only large clients with experienced writers on staff are able to write effective scripts. Accordingly, we do not recommend this practice. If you choose to write the script we can provide Script Consultation to help you write effectively for TV.

If you would like us to develop the script, there will be several stages to the process:

- **Research**, using printed information, site visits, and interviews with technical advisors, employees, and perhaps customers.
- **The Treatment**, a condensed version of the script which describes in a general way what will be seen and heard. This is subject to your approval.
- **The Rough Script**, a draft which will let you know in detail what the finished show will look and feel like. Again, this is subject to your approval.
- **The Final Script**. Revisions from the Rough Script should be approved by you before production work begins.

PRODUCTION

Taping: After the final script is approved, we will work with you to set up a production schedule which specifies arrival times at all taping locations and the names of individuals to be taped. Most clients are surprised to see how much time is involved in setting up each scene. We believe that good productions are a result of craftsmanship, and rushing the job usually detracts from the final results. Please bear with us as we set up our strange-looking equipment, check audio and video levels, and shoot a scene from several different angles. We realize that being on camera can be an unnerving experience and we will do our best to help you relax in front of the camera.

Graphics/Animations: We can provide high-quality logo's, graphics, animations, etc. which will enable your video to capture and retain the attention of your audience. Research studies show that people learn most from and remember more of what they see.

POST-PRODUCTION

Rough Editing: Before the raw footage can be edited into final form, the tape must be logged (indexed) and the video equivalent of a rough draft developed. In this preliminary editing process, decisions are made about the material to be included or cut, exact placement of music and narration and the pacing of the video.

The client will approve the rough edit before the final edit is undertaken. This may involve several steps of revising, fine-tuning and polishing. Depending on the project, the rough edit is often done at a low quality resolution. Do not be dismayed; the final edit will be of high quality.

Final Editing: Once the rough draft is approved, we will create the finished product "on-line". This can involve a number of processes including audio mixing, dissolves, freeze-frames, color correction, insertion of titles and graphics, and special effects.

Duplication: We make copies to high technical standards on professional grade tape or DVD. We can also provide labels and plastic boxes on request.