Video Production Process

In a Nutshell
A Three-Part Process

• Pre-Production

• Production

• Post-Production
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:
  o What they like and how they think
  o What do they really connect with?
  o 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:
  o What do you want your audience to do after watching your video?
  o What do you want them to think?
  o 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:
    1. Your video objective(s).
    2. Your target audience and any **insights** you have into them.
    3. What you want your audience to feel, think and do.
    4. The core message(s) behind your video.
    5. 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.
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
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