

Video Production Process

1. Need for video based communication identified by instructor(s)/department
2. Details determined through input and discussions within department(s)
3. Proposal written identifying the need and purpose of the video including the major details to be included like target deadline, target audience, presenters/actors, plus key personnel contact names/numbers
4. Schooldude sent to Media Productions department with proposal information
5. Meeting with key players (content experts and assigned Media Production producer) to discuss the possible production designs, perhaps including viewing of existing videos that display similar design elements to aid in the visualization process
6. Budgeting decisions made
7. Design decisions made
8. Script or content outline developed along the lines of the agreed upon video design
9. Scheduling of video production personnel, facilities and equipment
10. Video recording of "primary content", usually based on audio delivery of the message (A Roll)
11. Editing of recorded message to determine the video flow of information or "the story"
12. Identifying images necessary to visually show the "primary content" in action (B Roll)
13. Video recording of B Roll
14. Editing B Roll into A Roll to visually enhance the spoken message
15. Development and editing insertion of graphic components to define key ideas of the primary content
16. Sign-off by content providers approving of finished video
17. Conversion of finished video to delivery systems that serve the target audience (DVD, cable TV, Video On Demand, Internet)
18. Duplication of media into proper formats to meet audience needs
19. Archiving of finished video product and components in case of future updating needs
20. Invoice of personnel hours, equipment and media costs compiled/delivered for bill back