

Video Production - The Journey

Most companies use video production as part of their marketing strategy, either on their websites, for trade shows or to deliver new product information to niche markets.

Videos generally fall into different categories or styles, ranging from a "mood" piece, used as a way to introduce the company and give the viewer a positive feeling about a brand, or to the launch new products & services. Companies may also use videos to communicate more practical information such as 'how-to' guides.

There are some general tools used in all videos - interviews with a company or industry professional, images, voice-overs, music, graphics and logo animation.

It takes 2 – 3 weeks to get to know a company, and what their requirements and expectations are. In the early stages of a video project a number of meetings need take place in order to create a brief and shooting script for a project. The concept and outline of the shoot are agreed and any logo animation and branding information is also exchanged.

Once a shoot is completed it takes a week for a rough edit and then a week of communications to finalise the video. It is wise to get the briefing phase started at least two months before the desired completion date and have finished shooting a month before deadline.

When the first edit is provided there is plenty of room for feedback and input. This ensures that the original guidelines and expectations are being met. This is also the stage when changes are made and base line keys, graphic's music, voice over are all polished and applied to create the finished piece.

What is covered in a video project:

1. Pre production meetings to cover content, script and approach.
2. Site visits to shoot locations (where possible).
3. Camera Operator, camera equipment, sound and lighting.
4. Crew catering, transportation and parking.
5. Editor, edit based equipment, graphics & grade software.
6. First edit, liaison with client regarding editorial content.
7. Graphics grade and music pass.
8. Approval for graphics, bass line keys and editorial content.
9. Media management.
10. Delivery to client.