

# 1) Pre-Production

Pre-production is when ideas are brought together into a cohesive plan and the goals and objectives of your video are established. Think about your target audience, your budget and the message your video needs to convey.

Planning is of paramount importance – the more time you spend on planning, the more smoothly your filming will go and the better your final video will be. Consider what sort of set you need to use. If you are filming in a studio, do you need a green or blue screen behind the presenter (blonde hair = blue screen)? Think about what, if any, make-up will be required and whether any props are needed. How much filming time is needed?

Next your video needs to be scripted or storyboarded. This involves putting together the list of shots that will be required – the key elements that will make up your video.

From this, you will be able to develop your final script or storyboard. Your script will not only guide the filming team, but also gives the editing team an excellent guide to work from and provide the basis for any additional voiceover work.

Lighting is hugely important. You might be surprised at just how much light is needed for even the most basic of videos.

Time is needed to light the foreground, background and the subject. Shadows can appear from nowhere and it can be difficult to work out where they are coming from so don't be rushed. Time taken at this stage will reduce any work needed after the video has been shot.

Think about audio – make sure you are using the correct microphones and the sound you need is getting picked up. Use headphones plugged into the cameras to test the audio.

<http://www.cwmstudios.com/98/the-three-phases-of-video-production.html>

*Pre-production* is a fairly loose term which refers to the tasks undertaken before production begins. Exactly what is included in this stage depends on the medium and situation.

For a small video company, pre-production may refer to everything that happens before shooting begins, for example, meeting with the client, research, storyboarding, location planning, etc.

For feature films, pre-production is more specific and only begins when other milestones have been met such as financing, screenplay, casting and major staffing. In this case pre-production includes:

- Location scouting
- Prop and wardrobe identification and preparation
- Special effects identification and preparation
- Production schedule
- Set construction
- Script-locking (semi-finalisation of the script)
- Script read-through with cast, director and other interested parties  
(<https://www.mediacollege.com/glossary/p/pre-production.html>)

## **Pre-production**

This is the stage where we get everything organized and planned out so that our time is spent efficiently during the next two stages.

The key stages here are:

- 1-Identifying the goals and objectives of your video*
- 2-Identifying the target audience*
- 3-Identifying how much you are willing to spend*
- 4-Preparing an outline of the points you want to make*
- 5-Putting together a script*
- 6-Picking a location to film (aka 'set')*
- 7-Putting together a project schedule*

[\(http://www.engine8media.com/2011/11/02/the-three-stages-of-making-a-video/\)](http://www.engine8media.com/2011/11/02/the-three-stages-of-making-a-video/)

**Scripting & Storyboard** – The pre-production phase of a project is where all the planning takes place before the camera rolls. Whether its measured in minutes, hours or days, this planning phase sets the overall vision of the project. Pre-production also includes working out the shoot location and casting. You're in pre-production mode the moment you start writing down a few points to cover in a video even if it is a short piece made for a blog. As your projects become more ambitious you can start to storyboard the project. Storyboards can really smooth out the post-production process when it's time for editing. This will really be useful if there are multiple people working on the project.

[\(http://www.thevideoeffect.tv/2013/06/26/video-pre-production-and-post-production/\)](http://www.thevideoeffect.tv/2013/06/26/video-pre-production-and-post-production/)

## 2) Production

In film and video, *production* refers to the part of the process in which footage is recorded. This is what most people imagine when they think of a film being made — actors on sets, cameras rolling, etc. The production phase is also known as *principal photography*.

In large feature films the beginning of the production phase marks the "point of no return", i.e. the point at which it is no longer financially viable to cancel the project. At this point it is almost always cheaper to continue until the project is finished than to deal with the financial fall-out of canceling.

The goal of principal photography is obviously to record all required shots, however it is fairly common to shoot "pick-up" shots in [post-production](#). Pick-up shots may be required when a mistake is noticed, a script change is made (this is unusual), or even if a performance is deemed to be unsatisfactory.

In music, production usually refers to the creative direction of a project. Unlike a [film producer](#) who is more of a manager, a music producer has a very hands-on role in the creative development.

(<https://www.mediacollege.com/glossary/p/production.html>)

The production stage refers to the time spent capturing everything on film (it will almost certainly be captured digitally rather than on actual film but you get what I mean)

Here are the major considerations for the video production stage.

*1-Ensuring that everyone involved in the production is aware of the schedule, they know the location and they have their lines prepared.*

*2-Ensuring the set is ready and all of the gear is working properly.*

*3-Listening to the director. The director is the head honcho on the set and he or she is the one who will direct the cast and crew and make sure that everything runs smoothly.*

Although the production stage itself may be the shortest (maybe only a few hours or a couple of days) it is one of the most important because sometimes you only get one chance to capture everything you need. Re-shoots will cost you more money and sometimes the footage that was captured cannot be recreated. This is why it is so crucial to have everything ready beforehand and make sure that you work with professionals who can ensure that everything is captured properly the first time.

(<http://www.engine8media.com/2011/11/02/the-three-stages-of-making-a-video/>)

### Filming

**Safety.** Tape or cover wires, weigh down your lights and take care around equipment. If possible, keep food and drink away from cameras, lights and audio equipment.

If you are on location, keep a close eye on your equipment and make sure it is secured if you have to leave it. Use equipment sign-in/sign-out lists to keep a record of where your equipment is and to minimise the risk of forgetting anything.

Make sure you leave plenty of time to set up and pack up.

Make sure everybody on the shoot is aware of their roles and responsibilities. One person should be directing and one person taking responsibility for filming, lighting and sound. Make sure everybody is aware of who to consult with in the case of issues or problems.

Ensure that all batteries are charged and spares are available, everybody has the means to contact everybody else (particularly if you are filming in a large space like a factory or sports stadium) and all equipment is in good working order.

<http://www.cwmstudios.com/98/the-three-phases-of-video-production.html>

Production is when everything is shot. It is everything required to get the project on film or video. It covers everything from approval of the treatment or script through the final “cut” called out on set. This is when the raw material is captured for the final product.

<http://www.thevideosolution.com/blog/99-dcd-main>

### 3) Post-Production

After you've shot your 'raw footage', it's time to bring everything together into a coherent, entertaining, and marketable product.

The steps for this phase are:

*1-Importing the footage from the camera to the computer and preparing the project.*

*2-Using the script to come up with the first edit*

*3-Visiting the editor to see the first rough cut*

*4-Making revisions. If there are revisions to make it is important to be as specific as possible. This means letting the editor know the exact parts of the video need to be changed (based on file names and time codes)*

*5-Collecting the final product.*

If we wanted to add a final step to the whole video process it would be distribution, which in this day and age means publishing it on your website, on your social media channels (Youtube, Facebook, etc) and ensuring that they are properly set to be found. But that is a discussion best saved for another time!

(<http://www.engine8media.com/2011/11/02/the-three-stages-of-making-a-video/>)

Post-production is the third and final major phase of the [production process](#). It is often referred to simply as *post*, e.g. "We can sort that out in post".

There are many things which can happen in post-production. Common tasks include:

- Editing video footage
- Editing the soundtrack, adding sound effects, music, etc.
- Adding titles and graphics
- Colour and exposure correction
- Adding special effects
- Re-shooting certain scenes if required ("pick-up" shots)

In some cases post-production is relatively straightforward, consisting of choosing and arranging footage in the correct sequence. In most cases however, post-production is a time-consuming job taking longer than the actual production phase.

(<https://www.mediacollege.com/glossary/p/post-production.html>)

The post production process begins after all the footage has been captured. This is actually one of my favourite parts of the video making process. Graphics can be added along with images, music, colour correction and special effects. If you are producing your own video content there will be a bit of a learning curve at first, but it will be really rewarding. Post-

production is like putting the last coat of paint on in a room and it will be well worth the time to learn the basics. This is where your video project will really come to life.

[\(http://www.thevideoeffect.tv/2013/06/26/video-pre-production-and-post-production/\)](http://www.thevideoeffect.tv/2013/06/26/video-pre-production-and-post-production/)

Once the videotaping is completed, the project enters what is called “Post-Production”. This is the editing phase and today this is done on computers with lots of hard drive storage. The selected takes are digitized, trimmed, and arranged on a timeline in editing software. Animations, transitions between shots, graphics, voiceovers, music and all the other required pieces are created, added, timed, paced and manipulated in the computer. If a voice-over (VO) for narration is done, it will typically be in a sound booth or sound studio with the voice timed to the action in the script. It is also in this phase where the finished video can be encoded into a format where it can be viewed on the web and possibly streamed.

[\(https://aardvarkvideolasvegas.com/three-phases-of-video-production/\)](https://aardvarkvideolasvegas.com/three-phases-of-video-production/)

Post Production is what happens after everything is shot. It is how the raw footage is turned into a film, which includes logging, editing, music, special effects, graphics, titling, captioning, dubbing, sound mix and more.

<http://www.thevideosolution.com/blog/99-dcd-main>

High quality video and audio makes the process of post-production much easier. Though there's a lot that can be done in post-production, even talented and experienced individuals cannot *improve* the quality of the content. Video can be processed to make it brighter or to shift its color, but it cannot be made clearer, sharper, or higher in resolution. This is what makes it important to work with the right equipment and staff from the start.

During post-production, effects may be added such as visual effects, CGI, and narrative audio. If audio such as voice lines weren't clear in the original shoot, actors may need to return to re-record their lines. This is very common. Other effects such as text, titles, and captions will also be added during this time, and ultimately a final version will be compiled for distribution.

[\(https://dmakproductions.com/blog/the-5-phases-of-video-production/\)](https://dmakproductions.com/blog/the-5-phases-of-video-production/)