The Video Production Process

A primer on what to expect during your Corporate Video Production Process

This pamphlet was designed by Molly Media Studios - for you.

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So you are ready to hire a video production company to produce your Corporate Marketing, Training, Website or Communications Video, right?

Great idea.

So what’s next?

There are three primary phases in video production:

- Pre-Production
- Production
- Post-Production.

Each phase is critical to the outcome of your final video. Depending on how each of these phases is attended to by your hired video production company, the whole look and feel of your video will be affected.

The primary forces behind each of these three phases of production are the Production Manager, who oversees every aspect of the production, along with the Director, Producer and Editor.

In the next pages, we will look how to choose your video production company, and also at each of these three phases of production in turn to give you a good idea of what to expect during each.
Before deciding on which video production company to hire, do some research. You can learn a lot about available companies by simple research on the web.

Type in the Google search bar, “video production” and the name of your city. A list of available companies should pop up quickly.

Begin your research by navigating to each company’s website. If they don’t have a website to tell you about their services, how much experience they have, and a portfolio of their work - then you do not want to hire them.

Watch the videos in their portfolio.

Really watch them. Does the quality of the Voiceover artist’s voice fit nicely with the overall feeling of the video? Does the music set the right mood that you would expect from this video? Are the images crisp and in High Definition (in this day and age, any respectable production company should be offering their services only in High Definition - and you shouldn’t have to pay extra for it, either). Are the graphic and text animations eye-catching, but still supporting the overall feeling of the piece?

And is the video, well, beautiful?

After you’ve really watched the videos in the company’s portfolio - watch them again.

Are you, honestly, impressed?

You should be. If the videos they have already produced do not impress you, then neither will your own video produced by this company.

After watching the videos, what else can you glean from their website? Do they seem professional? Organized? Eager? Friendly? Yes, friendly is important - because you’ll be working with them closely.

And after all this? If they’ve passed your keen examination, give them a call.

Ask for an appointment to discuss your project. Tell them flat out what your budget is, and whether or not you are willing to negotiate that amount. Do it nicely - you are just trying to help them decide if they project is too large or small for them.

This will help to keep either of you from wasting each others time.

On the day of the meeting: Were they professional? Were they knowledgeable? Did they offer good, solid advice? Did they seem interested in the story you have to tell? If they didn’t seem interested in your ideas or your message, then you don’t want to hire them. Remember, if they are truly interested in what you have to say, then they’ll do a better job at helping you say it.

Armed with all this information, you should now know whether or not you want to hire them.

One bit of advice: If you really liked them, but they are slightly out of your budget, then try to find the extra cash. If there’s synergy between you two - it’ll shine through in the video.
The Pre-Production phase is possibly the most critical phase of the three, for during this phase, the work of the other two phases will be determined.

During the Pre-Production phase of development of your Corporate Marketing, Training, Website or Communications Video, your video production company will be preparing everything in connection with the actual shoot. Meetings will be held, telephones will ring, and preparations will be made.

A lot of demands will be made upon your time.

You will need to attend meetings with your Creative Team to determine the central core of your message and the supporting evidence that will be used to construct your argument.

In short, these initial meetings will determine every other production decision to follow. Every decision. From who and what and where to shoot, to decisions on music tempos and voiceover qualities and color grading templates to be used during the following production stages. These initial meetings are when the creative brainstorming happens - and the design of your video is being constructed.

One of the most important tasks during this phase of development with be producing talent for your video. If you will be recording people, you will need to secure Release Forms to use their image and anything they say in your video. These Release Forms need not be drafted by a lawyer, but make sure that you include clauses that allow you to use the person’s image and voice, in any medium, in any capacity, into perpetuity. That should cover it.

Coordination is key to setting up the actual Production shoot.

Most often, the Director and Production Manager will want to scope out the locations they will be shooting. This will help them get a better idea of “the lay of the land” and what kind of equipment to bring on the day of the shoot.

This is the phase in which most of the creative decisions that will impact your video will be made.

What feeling will your video have?

What kind of color grading might be appropriate?

What amount of graphic work, such as text and logo animations, will need to be done - and how will they look?

In sum, look to the Pre-Production phase as the time during which you will need to be most present - and when a lot of demands will be made upon your time.
Phase Two: Production

The Production phase is the phase during which, if proper planning is not in place, will be a disaster. But with appropriate planning during the Pre-Production phase, all should go well.

During the Production phase of development, your video production company will shoot the footage that will be used for your project.

This is usually a very long day, or series of days, for everyone involved. Much hangs on every aspect of the Production working smoothly - so that there are no unexpected hiccups or bumps.

Nobody likes hiccups or bumps.

During Production, your Director will be mostly behind the camera. He or she will need their wits about them and to keep themselves calm and intent on getting the best footage for the Production as possible.

Their primary task is to get you - the client - the best possible footage to illustrate and present your story to your audience.

And in order to accomplish this, they will need to concentrate, keep themselves centered and hydrated, and obey the Production Managers suggestions to keep on schedule.

The Production Manager should be present during Production. They will be supporting the Director’s primary task - getting you that amazing footage. Your Production Manager will be the one worrying about whether things are moving on time, while constantly urging your Director to keep centered and concentrated behind the camera.

During the Production phase of development, expect people to be stressed. A lot is riding on the work that is produced during this phase.

If the lighting isn’t right, if the microphones aren’t working properly, or if someone forgets to press a button that needs to be pressed at a critical moment, then everyone’s blood pressure begins to rise.

The mark of a great video production company is one which, when problems do arise during a Production, handles them quickly, efficiently, and with as little disruption in the Production schedule as possible.
Phase Three: Post-Production

*During the Post-Production phase of development, your production team will be working to produce a Marketing, Training or Website & Communication Video that incorporates your vision and creativity into the final result.*

During the Post-Production phase of development of your video, your production team will be working hard to keep to the original visions and creative ideas that were previously agreed upon between everyone.

*It is during the Post-Production phase that your voiceover is produced.*

In large urban cities, many actors and actresses do professional voiceover work. There are even voiceover artists who do only voiceovers as a career.

In smaller cities, though, this talented population just doesn’t exist. *Be very wary of the Production Company that assures you that they have a voiceover person on staff.* What they really mean is that they’ll ask a friend or the receptionist to do it for them.

*Don’t kid yourself. Any voiceover done this way will be crap.*

There are voiceover professionals who are trained to do your voiceover, professionally.

Trust your voiceover only to one of these professionals. And isn’t it lucky that there are websites where Production Companies can hire these professionals?

*So insist on your Production Company using one.*

*During Post-Production, music will be purchased for your video.*

The musical selection will have an enormous effect upon the final feeling of the video.

And yes, you DO need to use music. Even if it’s a training video, you should use music to score under the voice track.

And yes, you DO need to pay for the rights to use the music. It’s the law.

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Keep this in mind: Human speech is not continuous. It has starts and stops. There are pauses between words, phrases, sentences and paragraphs. Additionally, there will be times when you’ll be illustrating something using video, but don’t need voiceover to explain.

These pauses are deadly for you. These moments are where you lose your audience. Where their attention wanders.

Music, appropriately woven within the video, will help pull the viewer along the video path.

Your video production company should provide several choices of musical selections for you to audition. Take the time to really listen to these selections. Think hard about the feeling the music causes. Most often, your choice of music is a final decision. It is very hard to change your musical selection once editing has begun. Make your choice carefully.

Remember, this is the phase during which the Voiceover for your video will be produced, and you should treat the process with as much diligence as you approach your musical choice.

Again, your video company should be able to provide you with several Voiceover artist auditions from which to choose. Spend time listening to the quality, tone, timbre and feeling that the auditions produce for you.

Like your musical selection, your Voiceover will have a great impact upon the overall feeling of your finished video.

During this phase of development, it is up to you to ensure that you provide a current, excellent quality copy of your logo and any other graphic elements that might be needed for the production.

About mid-way through this phase you will be shown a rough cut of your final video.

This is your chance to make any changes you might like to suggest.

Your team will now make any changes needed so that colour grading and audio tweaking can be done. When all this is finished, your new video can be exported in numerous formats, depending on your needs.

At the end of the Post-Production phase, your finalized video should be ready to upload to your website!
At the End of the Day

At the end of the day, the most important thing is that you have been listened to, heard, and included in the creative process of your new video.

It is hard, during the three phases of development, to communicate your vision of what the final video should be. In order to offset this problem, your chosen production company should attempt to include you in the creative process right from the very beginning.

At Molly Media Studios, we strive to include your input from the start.

Our own Needs Analysis Worksheet, designed in-house, aids us in teasing out your creativity.

Armed with our Needs Analysis Worksheet, we coax creative responses from you that guide us in creating a video that is true to your own unique vision.

Using your ideas, your inspiration, and your information to communicate your story to your viewers in exciting new ways.

Now that’s something to talk about.

Exceed Excite Excel

These three words remind us of what we are here to do.

Exceed your expectations. Excite your senses. Excel at everything we do.
The Cost Value of using video is multifaceted and attractive:

- Increases in sales
- Increases in number of clients
- Increases in brand recognition
- Increases in customer value
- Decreases in marketing expenses

Numerous Intangible Benefits can occur because of your video:

- Educate your clients
- Fosters new and continuing relationships with your clients
- Creates more personal interactions for your clients
- Convey emotion and personality to your clients
- Motivate your clients to act quicker
- Demonstrate expertise to your clients
- Develop increasing levels of trust with your clients
- Tap into the emotions of your clients
- Increase website stays on your website
- Ability to stand out from the crowd
- Ability to breathe life into an otherwise static presentation
- Increased brand visibility
- Communicate quickly and effectively
- You get noticed, and remembered
- Chance to provide better customer service
- Improve consistency in your marketing
- Reach out to customers on your own turf
- Deliver informative content quickly
- Establish rapport automatically
- Build trust online
- Add a personal touch
- Reintroduce a human element into your marketing mix
- Saves time
- Add WOW! factor to their marketing
- Generate buzz
- Save money