

Sequential Process of Video Production

1. Define the target audience? _____
2. Define the purpose of the production? _____
3. Define the feeling you would like to convey? _____
4. Define the key concept you want your audience to know? _____
5. Define four key points: _____

6. Determine the desired finished length of the tape? _____
7. *On a piece of paper outline the key concept and four key points plus any ideas you would like to see on the tape. Bring those to the production meeting.*
8. Writing the script.
 - A.C.T. Video Productions will write the script.
 - Or, the client will write the script and A.C.T. will review the content for use with video
9. Storyboard – The visuals will be matched to the script and the creative design begins.
10. Narration: (The script must be signed off by the client prior to being sent to the voice talent).
 - A professional voice talent will record the narration.
 - Or, the voice over talent will be provided by the client.
11. Videotaping is scheduled. Videotaping matches the visuals to the script.
12. The client's logo is converted for use with video. The client will provide camera ready artwork.
13. Graphics and title pages are created.
14. Raw footage is logged, digitized and prepared for editing.
 - A.C.T. Video Productions will log the footage
 - Client will log the footage
15. Editing is completed with a review and sign off by the client. The production is mastered.
16. Duplications or conversions are made.