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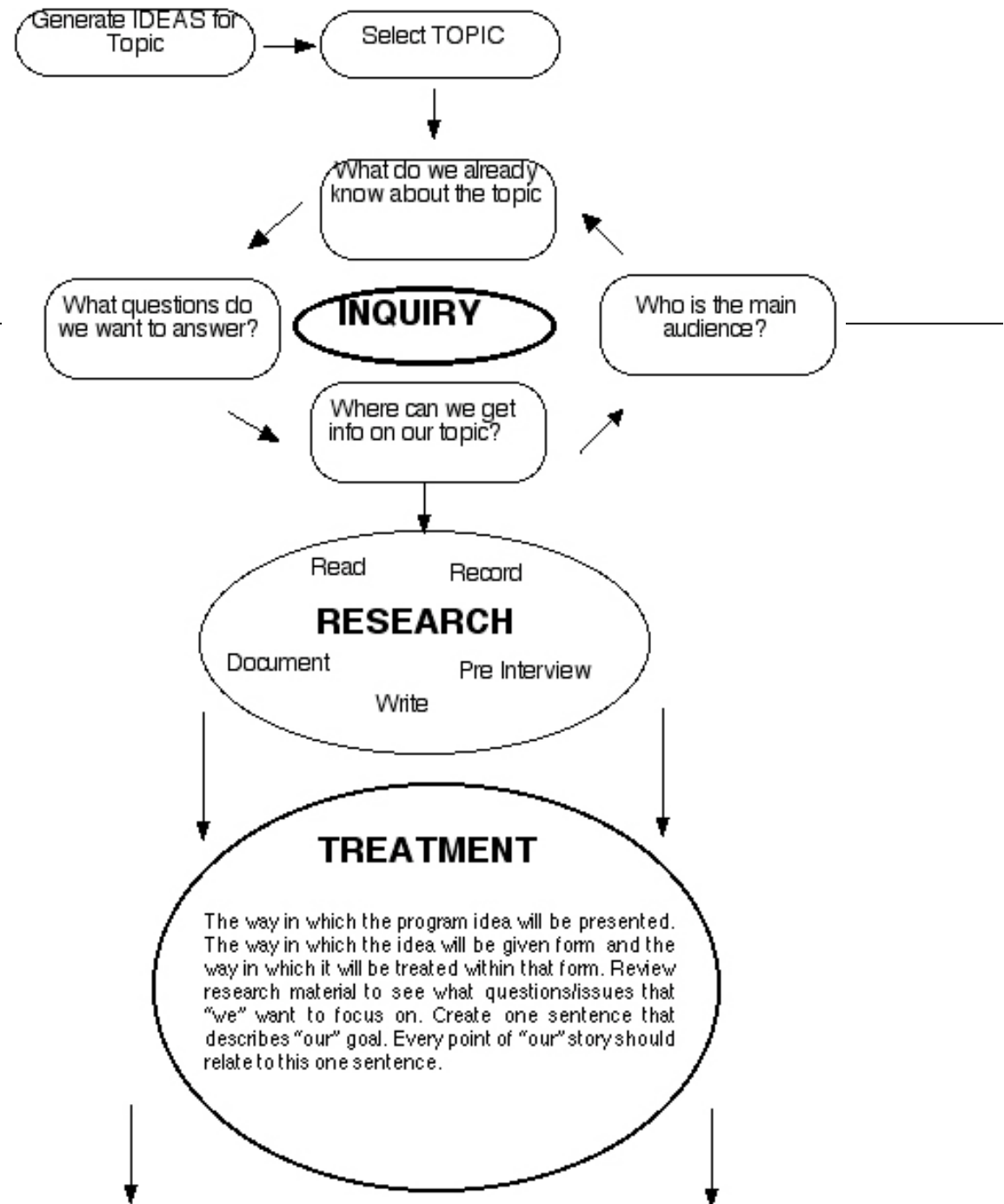
# Planning the Production

# Planning the Production

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- Flowchart
- Equipment
- Production schedule
- Role assignments
- Sites/locations list
- Budget

# Flowchart



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## PLANNING

**Major Elements** - a plan outlining major elements or most important parts, goals & obj.

**Script** - Who is saying what?

**Storyboard** - a script that contains illustrations of the principal elements of the production

**Location Survey** - a technical and aesthetic assessment of remote location.

**Shooting schedule** - what is going to be shot and when?

**Budget** - a list of expenses

**Crew** - all those that are involved in the process and their responsibilities.

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## PRODUCTION

**Equipment Needs** -gather and pack all equipment?

**Crew assignments** - who will do what?

**"shoot VIDEO"** - shoot the actual video ....keeping in mind that your footage needs to follow your script and storyboard

**Release forms / Copyright** - get peoples permission to use their image, voice , or copyrighted material

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# POSTPRODUCTION

Log the tapes

- view footage, record ins, outs, shoot description & comments

Edit Script

- develop a written plan for editing

Rough Cut/Bump Edit

- a rough template of the final program

Final EDIT

- edit final footage

**COPYRIGHT**

- IF you are using pre-recorded material, audio/video, you must obtain written permission before using it.

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Screening

- Share your work with others



Evaluation

# What Equipment Do I Need?

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- Camera
- Digital Editing Workstation
- Editing Software
- Portable Audio Recorder
- Muffs / Windscreens
- Boom Pole
- Steadicam
  - It is made up of a padded metal harness that fits snugly around the cameraperson's shoulders and abdomen, and a balancing arm that holds the camera.
- Lighting

# Production Schedule

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- This will organize the time, places and people involved in the video.
- The production schedule should be organized based on locations.
- The video does not need to be shot in order.
  - Try to avoid any back tracking even if you are in the same building going from floor to floor.
- If you are using testimonials or interviews you will want to film them first. By doing this you will be able to gather B-Roll that will be mixed in with interview to support what they are saying.
- You will want to provide everyone involved with a copy of the production schedule.

Example schedule:

<u>Location</u>	<u>Date</u>	<u>Call Time</u>	<u>People</u>	<u>Ph#</u>
Extreme Floors Inc. 1242 Broad Rd.	1/3/03	7:00 am	Film Crew	321-344-6738
Floorsburg, PA. 17342 1 <sup>st</sup> floor, office bldg #1 Chucks office	1/3/03	8:30 am	President Chuck Jones	321-576-2957
2 <sup>nd</sup> Floor, office bldg #1 Johns office	1/3/03	10:30 am	Lead Engineer John Doe	321-354-6845

Lunch

Continue.....



# Role assignments

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- Pre-production
  - Script
  - Storyboard
  - Interview questions
  - Organizer / planner
- During production
  - Director
  - Videographer
  - Sound tech
  - Logger
  - Lighting tech
  - Interviewer
  - Transportation / equipment
- Post production
  - Head editor
  - Special effects
  - Sound master

# Setting A Budget

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- **Equipment**
- **On-Camera Talent**
- **Writing/Crew**
- **Props and Costumes**
- **Locations**
- **Totals**

# Location

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- You should first contact the establishment, property owner, or place of business to set up a meeting by phone or in person with the owner, proprietor, or manager of the location.
- You should have prepared a simple document that outlines the terms for your use of the property and any provisions thereof.
- Be polite, cordial, and honest: Answer any questions you are asked without hesitation; let him or her know exactly the scope of your filming and what will be taking place in the scene.
- The worst thing he or she can do is say no.