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The Video Process:

Having a general understanding of the process behind what it takes to produce video content will help you establish a stronger dialogue, help ensure a smooth production process and ultimately lead to better content being produced.

When it comes to creating video content, the video production process can be broken down into three key stages. Each stage is made up of a sequence of interdependent steps, each of which play an important role. The three key stages to video production are “Pre-Production”, “Production” and “Post-Production”.

Pre-Production – Before you film.

Production – The shoot itself.

Post-Production – After you’ve filmed.

Pre-Production

Find out who your audience is and decide on your core message. For shorter videos, we suggest picking a single sentence that will serve as the primary message you want to get across. You will also want to consider the mood, tone and effect you want your video to have. For example:

1. What do you want the viewer to DO after watching your video?
2. What do you want the viewer to THINK after watching your video?
3. How do you want the viewer to FEEL after watching your video.

These 3 points should help you come up with the single sentence that will define the message behind your video. This is your “core message”.

Some other items to consider,

1. Will a script need to be written?
2. Who will be in the video?
3. Scouting and securing locations both indoor and outdoor.

Production

When most people think about making a video, they often only think of the this part of the process. This is the process of actually shooting the video. This is where the pre-production process really begins to pay off.

The day of the shoot will entail setting up the set, lighting, audio setup, and the actual recording.

The production team should know exactly what they are going to shoot so that nothing is left out. Often times additional ideas will come up on the day of the shoot and be implemented on the fly, whether or not they are used in the final cut or not.



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Post-Production

Once all of the footage is collected and organized the post-production team will begin the process of compiling the final product. During this part of the production process, a second or third video shot may be scheduled if the producer feels something was left out, also an additional shoot may be scheduled to get the required b-roll needed to put the polish on the core message of the video.

This is often the longest part of the process. The post production process typically involves:

1. Manually reviewing and cataloging all of the footage shot.
2. Sound design/securing any music that needs licensed.
3. Motion and titles.
4. The actual process of editing.
5. Color correction.
6. Audio engineering the final cut.

Conclusion

Understanding the process will ultimately help your team create the most effective video possible. If you have any questions about any part of this process, don't hesitate to reach out and ask, we are here to help you create the most effective and beautiful video possible!