



Planning Your Video

Introduction

Planning is the one area many video production companies state as important, but in fact do not spend enough time on and do not document the discussions.

The simple reason is, in many cases this is not communicated as taking up at least 1/3rd of the time to produce a video for fear the customer does not see the value or appreciate the time involved.

The result is poor execution and unmet expectations.

As a single piece of advice before starting the process, *“keep it simple to minimise complexity”* to meet your objective and communicate your message. If the message is too complicated or surrounded by non core features you will detract from your message.

I have used a scenario where the video is filmed at a location, but the same process will be followed using a studio or green screen environment.

Know your Goals – what are you trying to achieve?

Some questions:

What is the motivation? What is the objective? Why are we making this video? Who is the primary audience? Who is the secondary audience? How will we present the video, on the web, tradeshow, both? What do you want people to do after they've seen this video?

Budget

Sometimes your budget will affect your return. Therefore be upfront with your budget so you can work with your video producer. They may need to rent props, special equipment or hire actors or models. With a budget you will provide a baseline and encourage creative alternatives and suggestions.

Decide on a schedule

When do want to shoot? When must the video be edited and complete?

Take into consideration there is a review process to include and depending on the length and number of scenes, and effects involved the period of time to create the video will vary dramatically.

A clear definition of time will be able to be determined after the concept and story board stages are complete.

Decide on the Concept

Where do you want the video shoot to take place? Whom do you want to feature in the video? Why? How do you want to depict your concept? Is there any mood or feeling of belonging you want to convey? Will there be voice and sound at the scene, will it be dubbed, will there be integrated text or annotations? Will there be background music.

Storyboard each scene

Work with your video producer to come up with rough scenes and scenarios.

Storyboard elements

Write all your ideas down on paper or on a chalkboard. Brainstorm, write a script. Determine what elements (shots, interviews, props, people) are critical to the story—and what would be nice to have. This will help you focus your attention on the task at hand and give you a better idea of what to capture when you set up the shoot. You will also take into consideration what is possible with your budget.

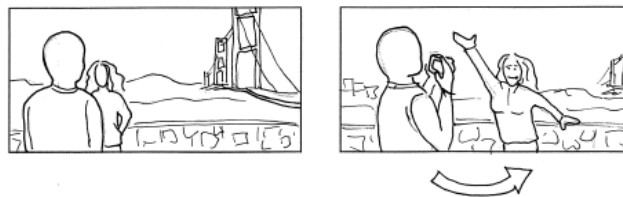
Locations

From there consider suitable locations and whether you require sundown/sunrise scenes, private setting or populated settings.

In some cases you will require permission to video a scene and therefore permits or letters of authority will be required. This is not an easy and can be a bureaucratic process in some cases, as we have experiences with the Bangkok Sky Train Operators (BTS).

Now you have the locations agreed, sketch each scene and decide the length of each scene and present to the video crew

2. COUPLE TAKING PICTURES



Back of male visible. Male is mostly obscuring female facing him. GG
Bridge very visible in background.

Camera tracks to the right, revealing female posing for a photo, and exposing the camera that the male is holding.

Female hits a pose, camera flashes. End.

Shoot The Video

Follow the plans you have made so expectations are met, and shoot more footage than required.

Expect that there will be multiple retakes at different angles or to compensate for mistakes, light, external noises etc.

Produce the video

Video and special effects will be prepared and sent to the client for approval per the plan.

The result of effective planning:

We know the goal. We know our budget. We plan the story and have a strong, well-thought-out concept before we start production. In the end, we know that our success has everything to do with our planning.

I hope you have found this useful.

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