

## Video Pre Production Planning

### I Content and Group Roles

1. What is the topic of your video?
2. Who is your video's target audience?
3. Taking the topic and target audience into consideration, what is the main purpose of your video? Is it to inform? To entertain?
4. What kind of video equipment will you have access to? This can include cameras and video editing equipment and programs as well.
5. How long will your video be?
6. Who will be responsible for the following roles?
- 7.

Director		Editor	
Sound Director		Lighting Director	
Head Writer		Camera Operator	
Art Director		Casting Director	

### II Brainstorming

As you plan your story, take both the visible and the audible stories into account. Consider what setting and feel you want for your story and who you want your hero/ine(s) to be. The following suggestions should help you get started.

How do you want to grab the audience's attention at the beginning of your video?

What information do you still need to create your story? What do you need to research, if anything?

What scenes will you have? What locations will suit those scenes best? If the ideal location is not available, what nearby locations can be made to look like your ideal locations?

What props and set design items will you need to set the scene in these locations?

What costume items will you need, if any?

Do you have specific music you would like to use to set the tone? Any sound effects?

What graphics and images will you need, if any? What specific images (or imagery) will you want to hit in the scenes?

### III Schedule

Create a schedule for each step of your project. This table assumes a week-long schedule that includes planning and shots, but you can create a longer or shorter list if necessary. To ensure as complete a list as possible, a checklist of necessary production tasks is included in the following section.

Tasks for that day	Location(s)
Day 1	
Day 2	
Day 3	
Day 4	
Day 5	
Day 6	
Day 7	

### IV Checklist of production considerations

As you create your schedule, take into consideration the following checklist of necessary tasks to complete for your video. Mark off each task as you complete it or as you put it into your formal schedule.

<b>Determine how the video will be evaluated</b>	In the classroom, a rubric or goals will be provided for you to focus on. Once you know these guidelines, it will be easier to create an appropriate video.	
<b>Determine equipment needs/available resources</b>	What equipment do you need? What do you have access to? What might you need to gain access to?	
<b>Outline the basic elements of the project</b>	What is the topic, audience, purpose, and length of your video?	
<b>Brainstorm</b>	Determine what you want to do with your topic and length to be able to reach your audience in the most effective way possible.	
<b>Research</b>	Ensure that your topic will be well-covered by researching missing information. This can be done by online or in-library research or through personal interviews. Make sure all additional content is accounted for, such as images, setting, sound bites, music, and so on.	
<b>Collect and organize information</b>	Turn all of the information you've gathered into a video treatment. Treatments can range from short scene-by-scene breakdowns of the video to longer caches of information to organize all aspects of the video including everything listed here. Each treatment includes a short, two-paragraph summary of the video's story.	
<b>Assign roles</b>	Determine who will serve what function(s) in the production (see section I for one possible short list of responsibilities). If this is a small production, which it most likely will be for a class, the casting director will most likely be an actor.	
<b>Write the script</b>	The script includes the audio in one column and the video in another column. Some scripts include the length of each shot or scene in a middle column, but this is not imperative.	
<b>Storyboard</b>	Create a storyboard based on the script. Each cell of the storyboard stands for a scene and should help you plan your shots.	
<b>Determine and scout locations</b>	Now that you have the shots you want, determine which locations you want to use for each scene then visit the locations to determine where to place cameras, where to move cameras, and what problems you may face due to lighting, shadows, and obstructions.	
<b>Rehearse</b>	Actors and/or interviewers should ensure their roles are prepared before filming begins.	
<b>Film</b>	Record your video through whatever means you determined in your preplanning. Be sure to troubleshoot each scene as you determined you may need to from scouting the locations, ensuring light and sound are all of decent quality. Review your footage regularly (after each "take" if possible) to ensure correct	

	filming.	
<b>Log film</b>	Make a shot log listing scene, take, a brief description of the footage, and time markers (beginning and end of the cut) so you can easily find it in the future. Also mark whether or not you think you may want to use the footage. You can also use a scene/take log to put your final selections in order to make editing easier in the future.	
<b>Edit</b>	Edit the video into one continuous story taking into consideration point-of-view, pacing, purpose, and continuity. If this is not a part of your evaluation criteria, at least ensure the story is understandable and that cuts from one camera or scene to another are not distracting.	
<b>Showing</b>	Once you feel you have your finished product, show your video to your chosen audience, get feedback, and evaluate your video for yourselves. Did it serve the purpose you outlined in pre-production? Did it reach the audience you intended it to? If possible, make changes to the film based on this feedback.	