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THINGS TO KNOW ABOUT MAKING IMPACTFUL BUSINESS VIDEOS



PREPRODUCTION

- Impact** What do we want them to think, feel, and do? How will your message benefit the viewer?
- Audience** Who is your viewer? What do they want or need from you? Translations?
- Script** What to say? What to show? Graphics? Music? Lighting? Location(s)?
- Video Types** Explainer | Testimonial | Instructional | Interview | Marketing | TV Commercial | Speaker Reel
- Length** Two Minutes for most. Five to six for some.
- Location(s)** Office | Home | Studio | On Site | Online | Zoom
- Camera Strategy** How Many? | Drones? | Special Effects?
- Talent** Professional Actors | Friends | Employees | Family | Voiceover | Demographic
- Auditions & Rehearsals** Read the script aloud. Practice with everyone involved
- Subtitling** Close or Open Caption | 85% watch a video with the sound off
- Special Equipment** Teleprompter | Drone | Props | Food | Transportation | Make-Up/Hair Stylist
- Animation** Motion Graphics, 2D, 3D
- Graphics** Fonts, Logos | Style Guide | Typefaces | Colors | File Types
- Music & Sound Effects** Genre | Style | Custom | Stock
- Timeline** I need this by...
- Approval Process** How many revisions are included?
- Out of Scope Work** Contingency costs
- Raw Footage** Work for Hire = client owns all raw footage + finished project
- Terms & Conditions** Payment Options | Deposit | Hourly or Flat Rate

PRODUCTION

- Location/Studio video recording
- Audio Recording
- Graphics and Animation (motion graphics)

POST-PRODUCTION

- Color correction – Grading – enhancing/correcting the video
- Audio Mixing – music/video Sound/Sound Effects (AKA Sweetening)
- After Effects compositing – often used for motion graphics
- Rendering – compiling all the video and audio elements into one file for playback
- Revisions – corrections, additions, deletions... (in Scope only)
- Final Edit

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***Comprehensive pre-production
saves time and money on
production & post-production.***

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