The three normal Phases of Production; a brief description:

1. **Pre-Production**
   - Planning stages
   - Script writing and/or storyboards
   - Securing talent and appropriate permissions
   - Setting shooting dates for the production

2. **Actual Production**
   - Setting up of cameras, lights etc…
   - Actual videotaping of the event

3. **Post-Production**
   - Off-Line editing of footage. Choosing what you want to keep by watching the raw footage on tape
   - On-Line editing of footage. Using your choices from off-line editing and an editor to complete your video project
   - Delivery Method. Exporting your finished video to a variety of formats such as tape, CDROM, DVD or webstream

**Tips for a successful video shoot**

- Call Jim Goodlander at 575-3243 or the Technology Center at 575-6156 well in advance of the date you want your video shot. The more lead-time we have, the better for us to prepare for the shoot. Even if things are tentative, it’s better to know ahead of time.

- At least one Pre-production meeting should be planned prior to the event to go over your needs and wishes for the shoot and to determine the best delivery method for you.

- If a scripted video is planned, it is best to have several pre-production meetings before, during and after the script-writing process. Like any project, the more planning and communication that go into the pre-production phase, the smoother the production and post-production phases will go. And the finished product will look more professional as well.

- Script writing: 2-column form or just a written word document is fine. More extensive storyboards can be created if time allows.

- Get any forms out to speakers or people that will be highlighted on tape, have them signed and returned to us PRIOR to the date of their videotaping. No one likes to be “surprised” by asking to be taped five minutes before they go on. It also helps cover us legally when using the footage. *(copyright form, model release form)* Once the forms are completed by your talent and signed, you can give them to Jim Goodlander for filing.

- Music copyrights can be hard to secure, so we have a wide variety of royalty-free CDs and songs now that can be used for any production.

- Rule of thumb in shooting: ¼ of what you shoot is used. Example: tape 20 minutes of raw video footage means you might get 5 minutes of a finished video.

- Rule of thumb in editing: 1 hour of editing time for one minute of finished video. This includes adding titles, edits, music, special effects etc.

Written 4/2/03 by Jim Goodlander