



## Video Production Explained

Video is a powerful marketing medium with the ability to communicate concise, precise and controlled information with a positive effect. A well-constructed video fires the imagination, increases the energy level and ensure that all feel part of your event. It will engage the emotions, focus the attention and enable each individual to visualize his/her role as part of the team.

Videos strength lies in its simple ability to transport people to locations, illustrate concepts and convey far more than mere words, spoken or printed, ever can. Video is an effective and memorable way of communicating. Core messages and themes are reinforced using other forms of communication. Video footage has a long shelf life when used imaginatively in multimedia CD-ROMs, Websites, DVD and CD-Brochure formats.

Video has been revolutionized by the onset of digital shooting and editing. Shooting in broadcast quality used to involve cumbersome and expensive camera equipment, combined with analogue editing which required the copying of sections and consequent loss of quality with each successive generation. The process was time consuming, complicated and linear. Modern digital cameras are capable of shooting in broadcast quality. Editing is now carried out in a non-linear way on desktop computers; changes may be made at will, stored and reviewed at any time and in any order. The advantages are similar to those gained by using a computer word processor over that of a mechanical typewriter and carbon copy paper for duplicates. Not only is digital editing highly flexible, but the medium enables an ever-expanding range of graphical effects to be applied – without loss of quality or corruption of the original footage. In consequence, the costs associated with making and producing a video have dropped dramatically. What was once the preserve of the large, rich and expansive corporation is now available and affordable to a much wider market – with the consequent advantages that this provides to internal company communications and team building along with external advantages in the selling of products or services to your market place.

The stages required to produce a video vary depending on the style and content; generally:

- PRE-PRODUCTION involves briefing, research, location finding, administration, booking of facilities and writing a treatment outline (video content, description and approach to be adopted). After approval a shooting script including both narration and camera shots will be written.
- SHOOTING follows the approved script and involves a camera crew and a director going to location/s to interview participants and shoot footage to illustrate, illuminate and reinforce the script. If required studio shoots are undertaken where controlled lighting and effects are employed - a product demonstration, for example is typically shot in this way.
- POST-PRODUCTION includes recording of guide narration (using an edited script, which may change from the shooting script because of interviewee's comments etc.). Footage is edited to the guide narration, graphic and video effects generated and music and titles added. The resulting edit master is then client approved and amended as necessary. A final "voice over" is then effected incorporating final changes. The final master tape is complete and ready for duplication.
- DUPLICATION is the transfer of masters onto the final format – which can be all or any of VHS, Betacam, Laserdisk, Digibeta, DVD, Mpeg, Avi and more. The final product is then packaged and presented in an appropriate way with print material for labels, inserts and sleeves.

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