Video Production Guidelines

Overview

We offer a variety of video based services in order to meet the diverse needs of our customers.

Our services include:
- production of original instructional, informational, and institutional video/audio materials
- on-location and in-studio taping
- consultation on video projects
- video/audio duplication
- live multi-camera coverage of events

In order to better understand the needs of our customers please submit a completed **Video Production Request Form** to begin the production process.

Video Production Request Forms may be submitted via email to our Video Production Manager, Karl Morgan at kmorgan@apu.edu.

For more information on video production services, please contact the Video Production Manager or the IMT Support Desk at ext. 5050.

Your Role

You are a full-fledged member of the production team and an integral part of the total project. The Video Production team relies on you to provide the content as well as your subject matter expertise. You will provide the draft script and with your guidance, we will help refine and adapt it for this medium by collaboratively selecting appropriate raw footage, sound, and graphics.

Our Role

We offer support of content development, text editing, graphic design, video and audio production and DVD mastering services. We can also assist you with finding sources for DVD duplication.

Live Coverage of Events

For many events we deploy a multi-camera team providing coverage for a variety of campus activities.

Examples include:
- Commencement
- Dinner Rally
- Night of Champions
- Chapel
- APU Basketball games

Video Production Process

The video production process is very complex. During this process, we recognize that we are to be wise stewards of our resources. As such, it is important to understand that video production is very time consuming. This process involves properly incorporating both the artistic and technical requirements of video production into your video and/or event. ***Additionally, this process necessitates a strong working relationship with you throughout the production process.***

The following are the principle stages of the video production process:
- *Pre-Production*
  Project Analysis and Development; the writing of the production script; funding; deploying manpower; and planning the usage of facilities.
- *Production*
  The creation of the production assets (video, graphics, animation, video effects, audio products –voice-overs, music, sound effects).
- *Post-Production*
  Video Editing, Previews and Updates before the final delivery.
- *Project Format*
  Determine the format of delivery: DVD, min-DV tape, DVCPro tape, video streaming.

The pre-production phase is where the most time will have to be spent. Below is a more detailed explanation of each phase of the video production process:

Create a Concept (Client)

The concept of a video is the general idea of what the video will be about and how the video will be used.

Example: *The video will detail the many instances where God has intervened in a supernatural way to show his will for the direction of the University. The purpose of the video will be to introduce new faculty and staff to the rich history APU has in relying upon God for sustenance and leadership, as well as reminding current faculty and staff of His providence throughout APU's history.*

Create an Outline (Client)

The outline of the video describes in more detail all of the elements that will be involved in the video and how the video will be constructed. It can be written in outline or paragraph form.

Example: *The video will trace God's miraculous interventions in APU's history. The video will be narrated beginning with biblical examples of His divine authority and leading to how the APU family has prayerfully sought Him out for over 100 years. There will be a mix of on camera interviews with a variety of historical and current dignitaries recollecting their moments in seeing God miraculous providence.*

Graphics and B-roll will be incorporated to enhance and support the visual content and sound bites.

Create a Working Script (Client)

The script is created by organizing all of the elements of the treatment into a complete detailed description of all the dialogue, action and graphics that will take place in the video. When laying out a script take an 8½" x 11" sheet of paper and fold it into thirds. The first column will contain the dialogue. The middle column will contain the action and the third column will contain the graphics.

Scout Shooting Locations (Client & Media Services)

First, you will need to determine the number of locations you will need for shooting the video. These locations will need to be scouted before taping. You may wish to consult us when choosing your locations.

Following are some things you should consider when choosing a location:
If shooting inside:
- Adequate electrical power
- Space limitations
- Visually interesting
- What are the possible distractions (audio or visual)
- Type of light (Florescent, Tungsten, Sodium, Daylight)
- Permission or clearances
- Availability

If shooting outside:
- Position of the sun
- Visually interesting
- What are the possible distractions (audio or visual)
- Type of lighting (shaded or in direct sun light)
- Permission or clearances
- Availability

Select Screen Talent

When selecting people to be used in the video verify that they are willing to participate. It is also important to use people who will be available when you need them especially if you have to reschedule due to uncontrollable circumstances.

If choosing a person to speak on camera, be sure that person is comfortable and able to perform what you want them to do. If possible, you should prep the person on what they will be asked to do or say before the shoot date is set. Be sure to give them enough time in advance to prepare. The one thing you want to avoid is a re-shoot, so screen the people who will participate in the video. Make sure the talent you choose fits the part for the video. If the video will be narrated you need to choose voice talent.

Production Schedule

This will organize the time, places and people involved in the video. The production schedule should be organized based on locations. The video does not need to be shot in order. Try to avoid any back tracking even if you are in the same building going from floor to floor. This will save time and money. If you are using testimonials or interviews you will want to film them first. By doing this you will be able to gather B-Roll that will be mixed in with interview to support what they are saying.

Below is a sample Production Schedule:

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Example schedule:

Location                    Date      Call Time    People          Ph#

Extreme Floors Inc.         1/3/03     7:00 am      Film Crew       321-344-6738
1242 Broad Rd.
Floorsburg, PA. 17342       1/3/03     8:30 am      President       321-576-2957
1st floor, office bldg #1                           Chuck Jones
Chucks office

2nd Floor, office bldg #1    1/3/03    10:30 am      Lead Engineer   321-354-6845
Johns office                                        John Doe



Lunch


Continue...................
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Videotaping (Media Services & Client)

During the Production process, all of the audio and visual elements described in the working script are gathered. Once the Production phase is complete, the video moves on to the Post-Production stage of the project.

Narration – Voice Over (Media Services & talent)

A recording session will need to be scheduled to record the narrated segments of the video. Once the recording session is completed the narration will be off lined for the edit session.

Sound Tracks (Media Services & Client)

Music tracks and sound effects are selected and approved for the video project. The final mix can be performed in the edit session.

Graphics

The producer/client will review all of the graphic elements and the proper names and titles of people in the video. Some graphics can be created or altered in the edit but having the graphics created before hand can save time.

Editing

Editing is the process of placing and layering various shots, sound effects, graphics and audio tracks into a polished and professional looking project. The editor will digitize clips of video into the computer. The video clips are then trimmed and placed in order on a video time line or video track. Once all the video clips are in place, the editor can add his transition such as dissolves, wipes, or fades. The editor can then place graphics on a separate graphic track. The editor also has the ability to add multiple audio tracks. With a non-linear editing system, the edits are done in a non- linear fashion or separate segments. Imagine a series of time lines stack on top of each other that all play in unison. If the editor wants to change a graphic all he has to do is remove the old graphic from the graphic track and replace it with a new graphic. This process can be performed on all tracks. When the project is complete, the editor will transfer the video from the computer back to videotape.

Once all of the elements have been gathered the producer/client and the editor will start assembling the video. The video clips and narration will be trimmed and timed to make fluid transitions from one scene to the next. The graphics and text overlays or "supers" will also be added. The sound track with music and sound effects will be blended into the video to complete the edit. The editor may choose to edit these sequences in a different order based on the type of production and the type of edit system. The results will be the same, a beautiful choreography of sight, sound, and motion that will captivate and retain the viewer's attention. The production is now ready for duplication and distribution.