

# The Production Process

Pre-Production

Production

Post-Production

## CHAPTER 5: THE PRODUCTION PROCESS

The Production Process is the term used to describe the different steps involved in producing a final video project. There are three major steps in the process: **Pre-Production**, **Production**, and **Post-Production**. Each step is crucial for the step it precedes. If the Pre-Production stage is overlooked or done poorly, both Production and Post-Production will be directly affected. Therefore, it is important to address all of the stages with care.

### Pre-Production

Pre-Production is the planning stage of the production process. Planning a video can make or break your final production. The first step in planning a video is generating an **idea**. The idea must be attractive enough for the client to consider moving on to the next step of the process: the **budget**. The cost of the

production will depend on a few factors. If the video is intended for broadcast on a television station, you will want to use a broadcast videotape format to accommodate this fact. If it is intended for home viewing, you may find it more economical to use a good prosumer format. If the client wants extras such as 3-D animation, you must account for the large extra cost involved in this expensive addition. Calculate the amount of time that the entire video will take and allow yourself a fair wage for the time you put into the video. Remember, broadcast formats may be overkill for a production that only requires a prosumer format. You may lose a client at this point if your budget does not fit into their own budget. But do not under budget the video. You don't want to go back to the client later on asking for more money.

Once budget approval is done, the idea must be translated into a **script** or **screenplay**. Once the screenplay is written, storyboards can be drawn to give a visual representation of

### Production NOTES

- ▶ *The Production Process*
- ▶ *What's Involved in Pre-Production*
- ▶ *Script*
- ▶ *Screenplay*

### Did You Know?

*Hayden Christensen who starred in Life As A House and played Anikan Skywalker in Star Wars Episode 2 attended high school just north of Toronto at Unionville High School. He was a graduate of the Arts York Drama program there in 1999.*

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what the video will look like. For a corporate video, the storyboards are used to give the client an idea of how the video will look. If the client does not like a certain part, this is their chance to change it before the video is shot and edited. Once approval has been given, the equipment must be gathered in order to prepare for the actual videotaping of the video.

used in Pre-Production. They are the visual representation of the video put onto paper. They also convey what is suppose to happen in a video. A good storyboard and script should be so clear that anyone could take them and complete the entire video exactly as it was intended.

The following will outline how to correctly fill out each of these production tools so they can be used to their fullest advantage.

**Production NOTES**

- ▶ **Pre-Production Tools**
- ▶ **Storyboards**

**Pre-Production Tools**

Storyboards and scripts are two of the most important tools

**Storyboard Parts**

*Production Title:*  
the name of your video production

*Total Length:*  
how long the total video is that you are storyboarding

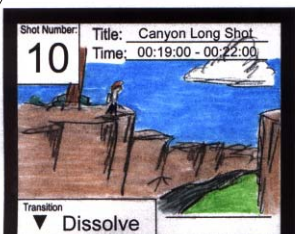
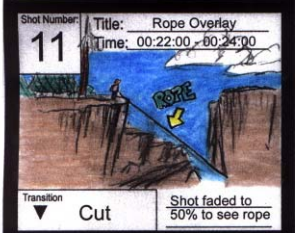
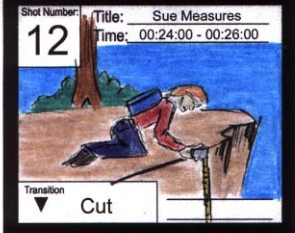
*Created by:*  
the person that drew this page of storyboards

*Video Information*

*Audio Information*

**STORYBOARD**

Production Title: Pythagoras, Strand C, Video 5  
 Total Length: 1 minute, 24 seconds      Created by: Kent Andrews

Video	Audio
<div style="border: 1px solid black; padding: 2px;"> <p>Shot Number: 10      Title: Canyon Long Shot Time: 00:19:00 - 00:22:00</p>  <p>Transition: Dissolve</p> </div>	<p>Music: Upbeat</p> <p>Narration: She will have a rope line extend from the top of the cliff to the canyon floor below...</p>
<div style="border: 1px solid black; padding: 2px;"> <p>Shot Number: 11      Title: Rope Overlay Time: 00:22:00 - 00:24:00</p>  <p>Transition: Cut      Shot faded to 50% to see rope</p> </div>	<p>Music: Upbeat</p> <p>Narration: that people can zip down.</p>
<div style="border: 1px solid black; padding: 2px;"> <p>Shot Number: 12      Title: Sue Measures Time: 00:24:00 - 00:26:00</p>  <p>Transition: Cut</p> </div>	<p>Music: Upbeat</p> <p>Narration: Sue carefully measures the height of the cliff...</p>

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## Parts of a Storyboard

**Shot Number:**

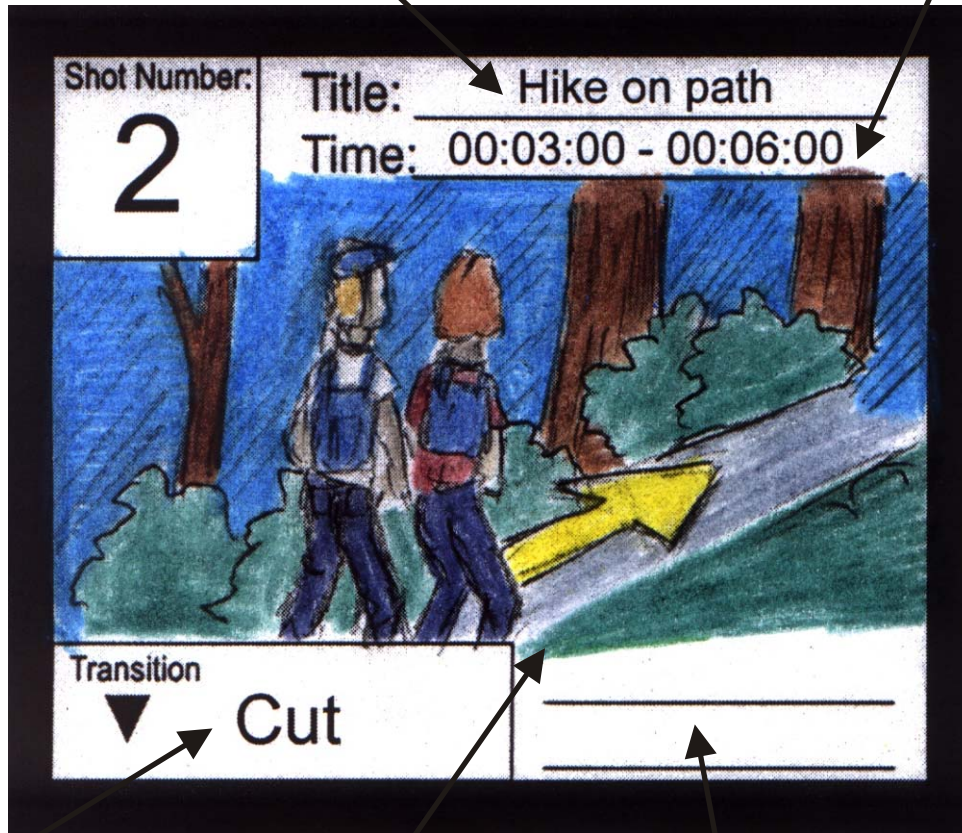
This box contains the shot number in order of occurrence.

**Title:**

Every shot has a name so they can be referred to in an alternate way. Shot #1 tells you nothing but a title can give a brief description for improved understanding.

**Time:**

This is the length of the shot measured in the standard video time notation (hours, minutes, seconds, frames, or 00:00:00:00). The first number represents the start of the shot while the last number indicates the end of a shot. The next shot begins with the same time code that the last shot ended.



**Transition:**

How the current shot is going to change into the next shot. Examples are cuts, dissolves, and wipes.

**Picture:**

This section contains the drawing of what the shot is suppose to look like.

**Special Instructions:**

This section contains any important information that is needed regarding a shot, like type, movements, etc.

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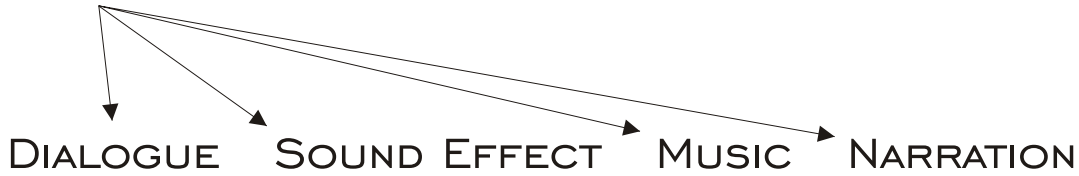
The script used in a video production is somewhat different than screenplays. For each square or shot in a storyboard, there is an audio counterpart which describes what is heard during each shot. Therefore, the number of shots in a video storyboard should have an equal number of

sections in the script. The script corresponds to the video start and end points of each segment and contains the audio type, and a description of the audio. This is where you would write in the dialogue between people, any narration that may be occurring, what sound effects are played, or the type of music.

### Production **NOTES**

- ▶ *Script*
- ▶ *Diagram of the Script Portion on a Storyboard*

Type of Audio - Dialogue, Sound Effect, Music, or Narration



*D: "Look at the beautiful sunset"*

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*SFX: Seagull sounds, waves crashing*

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*Music: Soft, Piano music, slow paced*

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## Pre-Production

## Production

## Post-Production

There are four types of audio that can occur in the script portion of a production.

1. Dialogue
2. Narration
3. Music
4. Sound Effects

Dialogue is any spoken parts of the script that are captured while the camera is videotaping. This would include two people having a conversation in a room to a reporter describing the scene of a story.

Narration is any spoken parts of the script that are recorded in the editing process, after the video has been completed or is in the process of being completed.

Music is any of the musical parts that are added into the video in the editing process. If you are creating a music video, then the lyrics from the song should be written into the description section.

Sound effects are also added in later on in the editing process and can be used to enhance the scene.

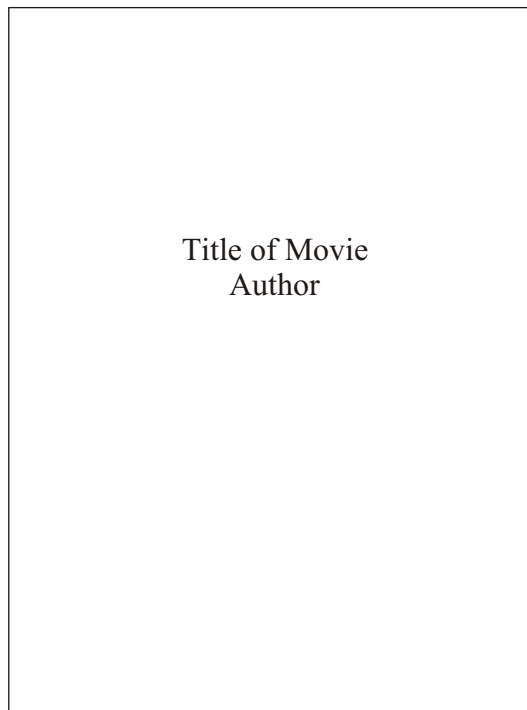
Be sure to understand each of these audio types and describe them as accurately as possible in your storyboard. The storyboard not only helps you in the production stage but will come in handy during post-production as well.

## Screenplay Format

In the production industry, there are many different formats used for screenplays. Each one has its own distinct features that come with advantages and disadvantages. When creating a screenplay for use in school, it is important that the format be easy to use, have clear divisions, and have identifiable parts.

The first page of a screenplay is the title page. The title page contains just 2 pieces of information - the title of the movie and the author. Each is centred on the page with no other pictures or text on it.

### Page 1 of a screenplay



## Production NOTES

- ▶ *Types of Audio in a Script*
- ▶ *Dialogue*
- ▶ *Narration*
- ▶ *Music*
- ▶ *Sound Effects*
- ▶ *Screenplay Format*