

VIDEO PRODUCTION EXPLAINED

Ever wonder about the steps in a video production?

Here is a short guide:

Coordinating the 3 Steps of Video Production

A video production, when being created has 3 basic steps till finished products: pre-production, production and post production.

A production house coordinates the activities in each step and is known as the producer. Their job is to make these steps happen progressively and promptly. Planning and organising their team to ensure every task is completed on schedule to ensure everything runs smoothly and ends on time.

Pre-production

The Pre-production stage is everything that has to be done before shooting of the production. Pre-production involves preparing content (scripts, graphics, sound, video inserts) and preparing equipment (sets, cameras, video/audio). The quality of a video production depends on the amount of planning and preparation that goes into it, so the pre production step requires the most time and effort on both the client and producers side.

The producer will recommend the people, content, and equipment needed to produce a video. The client then provides the locations and content (product information and graphics) needed for the production. The Producer begins the Pre-production process by creating a script for the production and sets out to plan for the execution of the video.

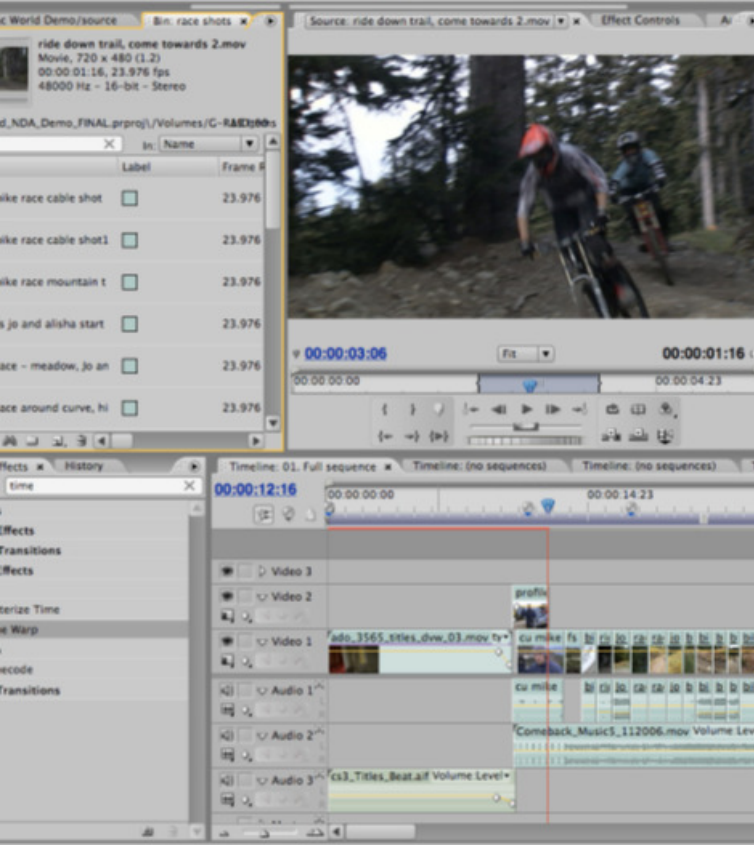


Production

The work done in the pre-production stage is quickly seen in the quality of the actual production phase. Production is where all the planning comes together and goes into actual work. The filming of locations, recording of voice-overs, and editing of the video. This is where everything comes together for form the product and it is completed within a few days if the planning was done by a professional production team.

The **Producer** oversees the Production step by step ensuring that all the needed shots are filmed and making sure that personnel are present and ready to perform duties to get the job done.





Post Production

The post-production phase is where the client views the production is viewed by the client and comments are delivered. The production team heads back to the editing table and makes the necessary changes and ensures that everything is perfect. It is where a final product is produced and the final decisions are made.

Creating your own video production will require a competent production house to help with all the necessary elements of the video.

Any production house will follow these 3 steps in some way or another. Finding the right production company that will help you create your production

The success of the video depends on how carefully you follow the **3** steps of video production.