



JOHN TROTTO PHOTOGRAPHY

VIDEO PRODUCTION JOB OUTLINE

- 1) Main Objective of Video**
 - Training, sales, B-roll for commercial
 - Estimated length
- 2) Repurpose, if any**
 - Web, DVD, broadcast
- 3) Script**
 - Written by staff or scriptwriter
 - Review and approval of script by client and/or John Trotto
- 4) Voice Over or On-Camera**
 - Hired talent or employee
 - If on-camera, is a teleprompter needed?
 - Makeup/Stylist
- 5) Interviews or Testimonials**
 - Clients or employees, how many and at what location
- 6) Shoot Location(s)**
 - Dolly roll, jib or steady cam operator
 - If at client's location, is there a quiet room for VO?
 - Monitor size
 - Is chroma key needed (green screen)? Is there a room for the set?
- 7) Edit**
 - Do you want to include graphics, logo, photos, graphs, screen captures?
 - Who will provide the graphics?
 - Titles and credits, provide names
 - Special effects, compositing, motion, chroma key (green screen)
 - How will client preview finished video?
 - E-mail (for short, one minute videos at low resolution)
 - DVD with timecode
 - In person at John's edit suite (SE valley)
- 8) Output to DVD**
 - Chapters, how many
 - DVD cover art or logo, CD cases or sleeves
 - Number of Copies and distribution
- 9) Output for Web**
 - Who is contact person for web site design?
 - Frame dimensions or window size (preview 3 different sizes at www.johntrotto.com)
 - Flash encoded (96% of all computers can view Flash)
 - How many separate videos to stream?
 - Do I need to FTP video to you or your agency? (Address, name and password)
- 10) Separate Hard Drive Backup**
 - Would you like a copy of all footage and final video on a hard drive?
- 11) Output for Broadcast**
 - B-Roll clips for commercial in HD, unedited
 - News, which network