



JOHN TROTTO PHOTOGRAPHY

VIDEO PRODUCTION JOB OUTLINE

- 1. Main objective of video:** sales, training, commercial, PSA, trade show.
How many videos and their estimated length (< 3 minutes preferred) Audience demographics and where will they view it.
- 2. Repurpose, if any:** Will some footage be used in another video, web or broadcast. Is there old footage that we will add to this new video? If so what format is it in (720 or 1080 HD)?
- 3. Script and/or storyboards:** Written by staff or a scriptwriter. Who will approve the script? This is very important to determine the length of the video.
- 4. Voice Over or On Camera:** Use hired talent or employee? Is a teleprompter needed? Makeup/stylist, wardrobe.
- 5. Include interviews or testimonials:** Use clients or employees, how many and at what location.
- 6. Shoot location(s):** If at clients location what are the sound issues, phones, intercom, heavy equipment, airport nearby. Does this production require camera moves, Dolly rolls, crane shots, or steady cam operator. Do we need green screen and is there sufficient room to set up at clients location?
- 7. Edit:** Will you include graphics, logos, photos, screen captures. You must provide names and titles for those in the video for lower thirds titles. This must be provided to the editor before editing begins. A rough draft with timecode will be provided according to the script. Client will make changes and note the timecode.
- 8. Music:** Original score? (costly). Editor or client selects music
- 9. Output to DVD:** Seldom used anymore. We can output both a regular DVD and Blu-Ray. Now a presentation video is played from a computer or even a thumb drive connected to an LCD TV.
- 10. Output for web:** Will we format the video for YouTube or Vimeo? Usually it is at 1080 HD but I can also output 720 HD. Their web site designer can embed the video onto their site. If it will be put on your web site we need to know the frame size for the video.
- 11. Deliverables:** Normally we use Dropbox for all preview and final videos.
- 12. Backup for client:** Does the client require a backup of all footage and the final project to keep on site? This often requires the purchase of an external drive. Editor backs up all jobs for 5 years on 2 raided drives.
- 13. Output for broadcast:** We need to have a list of stations as they each have strict requirements for video and audio.