

FILMING AND PRODUCTION GUIDELINES

**WHAT WE NEED TO THINK
ABOUT TO ACHIEVE OUR
OBJECTIVES**



contents

1. **PRE-PRODUCTION**
2. **THE SHOOT**
3. **POST PRODUCTION**



PRE-PRODUCTION



**BEFORE we do
anything we need
to understand fully
what it is we want
to achieve.**



BEFORE WE BEGIN

Some questions to ask YOURSELF before you engage a Production Company



WHY

ARE WE DOING THIS?

Why are we creating a video?
Why is video the way to achieve it?



WHO

WHO IS IT FOR?

Who is the video for - who is it aimed at? What are their needs and how will video satisfy them. Who needs to be involved; your staff, clients, talent? Who will be funding it? Who needs to be involved in the process?



WHAT

THE HELL IS IT?

What is the Service, Product, Concept, Idea or 'thing' you're trying to get across? What is its USP? What message do you want to engage with? Is there a value statement?

Let's get into it

Once we decide what it is we want out of it, we can then ask ourselves what the viewer gets out of watching the content?

What's in it for them!

YOUR NOTES >>

PRE-PRODUCTION

LET'S DO THIS

We now know what we want and what it is the viewer will engage with. So next on the list is how we go about it. Hiring a production company and ensuring that they meet your expectations.

Giving the production company a good brief

1. What type of video do we produce?
2. What will it look like?
3. Have we seen something we like that would work for us? **Send them examples of what you like!**
4. Will we need testimonials? If so we need to **contact the subjects** in advance and ask them to participate.
5. Will we need a voice over?
6. Will we need 'talent' (an actor) to present it and engage with the viewer? Or just use our own Staff?
7. Will it only be text on screen as the narrative? Or maybe a mixture of both?
8. Do we use animation to help tell our story and if so, how much of it - examples are really useful here.
9. Where will it be shot? Indoors, outdoors or both
10. Will there be a cost for the location we'd like? Or permission needed?
11. **How many video's do we need?** Most productions now include multiple edits for various outputs to TV, Web, Social Media, all need a different treatment by the production company to ensure they work in that market.
12. **Get the production company/ director in for an informal chat first** to ensure what you want is doable at the budget you've set. Invariably what you'd like will be more money than you have budgeted for, so be prepared to compromise a little.