

Hadji

S T U D I O S

PRESENTS:

D.I.Y.

VIDEO PRODUCTION PLANNING

hadji.tv

**CREATING A VIDEO IN-HOUSE?
SHOOTING A VIDEO ON YOUR OWN?
ZERO OR NO BUDGET?
NO PROBLEM.**

**SET YOURSELF UP FOR SUCCESS ON YOUR YOUR
NEXT PRODUCTION WITH THIS WORKSHEET.**

SECTIONS

1. PURPOSE

2. SCOPE

3. THE SHOOT

4. POST-PRODUCTION

5. TECHNICAL REQUIREMENTS

SECTION 1.

PURPOSE

1. What is the goal? What is the story or the message we are trying to communicate? Is there a call to action we want stakeholders to respond to? What are the main ideas we want to include? What are the key takeaways we want stakeholders to remember?

2. Is video the best communication format for what we are trying to accomplish? [If yes, continue to the questions that follow.]

3. Who is our audience? Who are we trying to reach using video? How does that influence which messages and content we include?

4. Does this video fit into a larger strategy of our organization or department?

5. Are there existing videos that can serve as models for what we are trying to create? [Look at a variety of videos such as demonstrations, interviews, and documentaries to get ideas; research organizations similar to yours that have produced videos; look at the work of producers in your area.]

SECTION 2.

SCOPE

1. What is our budget?

[Empty dashed box for answer]

2. What footage and visuals (e.g., photos, logos, graphics, titles, text, b-roll1) should we use?

[Empty dashed box for answer]

3. How long should the video be?

[Empty dashed box for answer]

4. Do we need to hire a crew, actors, or other staff?

[Empty dashed box for answer]

5. Will we interview people for footage? Will we use voice-over?

[Empty dashed box for answer]

SECTION 3.

THE SHOOT

1. Who will work with the producer, coordinate the shoot, and address other logistics (e.g., shooting schedule, location, permits, props, release forms)?

2. Who will write the blocking script** ?

3. Who will prepare the staff, actors, interviewees, etc.?

***A blocking script is a structured way to map out what appears on the screen and the content of each scene in a video. This includes individuals and groups on camera, visuals, text and titling, animation, and b-roll footage, and how long each of these elements will appear during each scene. The blocking script also includes the actual spoken-word script for any narration that is heard during each scene in the video.*

SECTION 4.

POST-PRODUCTION

1. Who will review the footage and provide feedback to the editor? Who will review the final cut? [Look at the questions below to determine who is best suited to fill these roles.]

Things for reviewers to keep in mind:

- What is your general impression of the video?
- Is the video message clear?
- Is the content accurate?
- What sections are most effective?
- Are the footage and imagery effective?
- Which moments are least effective? What footage could be cut?



2. Who will maintain the files of the footage, audio, graphics, photos, output, and relevant documents (e.g., signed release forms, a blocking script, etc.)



SECTION 5.

TECHNICAL REQUIREMENTS

1. If we are shooting the video ourselves, do we need video equipment (e.g., camera, lighting, microphones)?

2. Will we need captions or transcripts for the final product?

3. Will the captions need to be in multiple languages?

4. Where will the final video live or appear (e.g., YouTube, Vimeo)

GOOD LUCK

NOW YOU CAN GO FORTH AND
DOMINATE YOUR NEXT SHOOT!

Need help with production?

Give us a shout!

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