



The Video Production Checklist

A great video starts with organization!

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Write Your Script

Imagine your video as you want your audience to experience it from beginning to end. What will they see and what will they hear? This becomes your roadmap to the finished project and serves as your production checklist.

List the Production Elements Needed

Using your script as a guide, list all the production elements you will need for your video.

- Video
- Photos
- Graphics
- Music
- Voiceover

Determine which of these elements must be produced and which items you may already have on hand.

Obtain Proper Permission

- When using material created by another designer, make sure you have obtained their permission to do so.
- When purchasing elements from a Royalty Free production house be sure to read the End User License Agreement. There may be restrictions on your use of some elements.
- When producing your own elements and using live subjects, be sure to obtain, in writing, their consent to be filmed and photographed. When working with youth under 18 years of age you will need a parent's or guardian's signature. Consent will require that you outline the project, its objective and where and how you plan to distribute the project.

Production

Coordinate the shoot dates with your production crew and on camera talent.

- If you or your staff are doing the filming, make sure you have the appropriate equipment.

Voiceovers may be recorded on a separate production day if needed.

Editing

Ask your editor for a copy of the raw footage recorded. Review this footage and make notes on which takes were the best and any areas you feel you may want to re-record.

The more specific you can be about your likes and dislikes of a first draft of an edited video the more likely the 2nd draft will be the final draft.