

The Production Process

A/V I-II

The Production Process

Preproduction

1st step in the
production process

Production

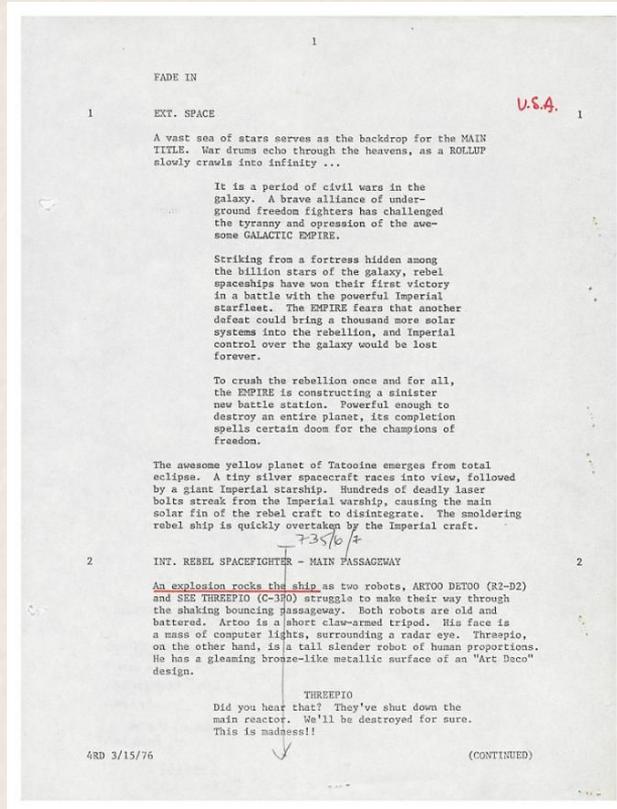
2nd step in the
production process

Postproduction

3rd step in the
production process

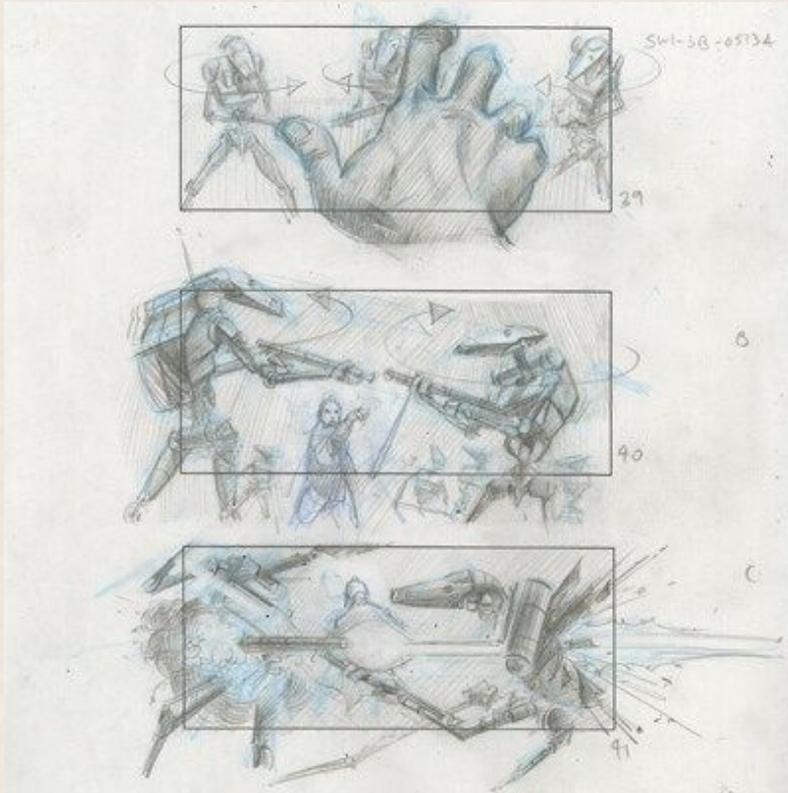
***Why is
Preproduction
important?***

Preproduction



- *The first step in the video production process*
- The most important stage of all video production because the purpose is to know what you're going to do before you do it
- Includes creating the script, creating the storyboard, location scouting, budgeting, scheduling, and production design

Preproduction



- Time for brainstorming ideas, exploring different options, and making choices about the overall vision of the project
- Creative decisions are made regarding the script, casting, art direction, and other essential elements
- Preproduction reduces stress during the actual production step by ensuring that everything is well-organized and planned out in advance

Preproduction

A long time ago in a galaxy far, far away...

STAR WARS

EPISODE VII

THE FORCE AWAKENS

Luke Skywalker has vanished. In his absence, the sinister FIRST ORDER has risen from the ashes of the Empire and will not rest until Skywalker, the last Jedi, has been destroyed.

With the support of the REPUBLIC, General Leia Organa leads a brave RESISTANCE. She is desperate to find her brother Luke and gain his help in restoring peace and justice to the galaxy.

Leia has sent her most daring pilot on a secret mission to Jakku, where an old ally has discovered a clue to Luke's whereabouts....

FAN across the star field to a bright moon. A RUMBLING is FELT. A VAST STAR DESTROYER -- unlike any we have seen -- HURTLIES PAST US, of seemingly endless length, eclipsing the moon. After a long beat, FOUR TRANSPORT SHIPS fly from a hangar. We HOLD ON THEM NOW, as they fly off toward a distant planet. Jakku. MUSIC BUILDS AND WE...

CUT TO BLACK.

A GROWING ROAR of MEAN ENGINES -- gnarled RADIO CALLS, the SHUDDERING of a ship's hull. Then FLASHES OF LIGHT: for an instant we see a STORMTROOPER -- then BLACKNESS. Then ANOTHER STORMTROOPER, then it's gone.

The FLICKERING CONTINUES until the LIGHTS ARE CONSTANT. We are in:

INT. TROOP TRANSPORT VEHICLE - NIGHT

TWENTY STORMTROOPERS. Holding on at attention, moving to the ship's rhythm, in the tense moments before a raid. A FILTERED COMMAND and they LOCK AND LOAD their heavy blaster rifles. The BRUTAL NOISE is replaced by SUDDEN, SHOCKING QUIET:

EXT. JAKKU VILLAGE - NIGHT

WIDE SHOT of a small, peaceful village. Distant sounds of native animals. A single wind chime.

Suddenly a DROID RISES INTO FRAME, CLOSE: ROUND and SKITTERY, orange and white, this is BB-8.

- **Genre** - a category or type of video content with similar themes or style (Horror, Action, Comedy, Sci-Fi, Romance, Drama)
- **Dialogue** - the spoken words of characters in the script
- **Script** - the written document that outlines the dialogue and directions for any media
- **Screenplay** - a script specifically designed for film and television that outlines the movement, dialogue, and the description of characters and what's happening in the scene

Preproduction

72079



DESCRIPTION: FULL SHOT - Two walkers advancing to camera, firing lasers, with troops in F.G. running toward camera as the snow erupts all around them.

ELEMENTS: Norway Plate
Walker No. 1
Second Walker
Lasers - Walker
Flak

DIALOGUE:

ENGLISH SLATE:	NOTES:	FRAME COUNT
SHOT NO. M 145		50
OF	ANIMATION: Lasers - Walker Flak	PROC. PLATE NO. 192A026+14 - 029+15
		SNOW BATTLE
		PAGE 185

- **Storyboard** - storyboard is a type of script that uses both writing and images to convey the story
- **Sequencing** - determining the order of shots to convey the narrative effectively
- **Blocking** - the planning of character movements within a scene
- **Staging** - the arrangement and placement of all elements in the frame, including camera angles and movement and the position of objects in relation to the blocking of characters

Preproduction

Audio	Visual
This is Bob. Bob is a home sharing host	Bob standing in front of his house, waving to the viewer, smiling, proud of his home
This is Bob's house...	Wide shot of Bob waving in front of his house.
his neighborhood...	Wide shot looking at a beautiful street. Bob on sidewalk waving to camera
his favorite coffee shop..	Bob walks out of a coffee shop
and that view overlooking the city.	Scenic view of city
Bob loves his city	pan or cut to reverse, Medium CU of Bob taking in the view, smiling, breathes in the fresh air
As a homesharing host, Bob's had a few guests	Show a few of the guests all together...In front of the house
actually...a lot of guests.	Pan out to all of the guests
They...ALWAYS got lost	Couple with map, lost

- **Two Column Script** - script format used in film and television production that separates the audio and visual elements of a scene into two columns
- Makes it easier for the director and production team to plan and execute the shoot

Preproduction

A23								0:00	8:06:09 PM	8:05:47 PM		
A24	8 FAKE OFFICER	VO	GFX MON, VO	1+RDA	H	S1	0:25	0:23	8:06:09 PM	8:05:47 PM		
A25								0:00	8:06:34 PM	8:06:12 PM		
A26	8 UNDERCOVER CO P	VO	VID MON, TAKE VO FULL no lw3	1+BAM	B	S1	0:15	0:13	8:06:34 PM	8:06:12 PM		
A27		SOTVO	SOTVO	WIPE	B	S1	0:35	0:35	8:06:49 PM	8:06:27 PM		
A28								0:00	8:07:24 PM	8:07:02 PM		
A29	8 STOLEN GUNS	VO	GFX MON, VO	1+RDA	H	S1	0:20	0:20	8:07:24 PM	8:07:02 PM		
A30		SOTVO	SOTVO	WIPE	H	S1	0:25	0:23	8:07:44 PM	8:07:22 PM		
A31								0:00	8:08:09 PM	8:07:47 PM		
A32	8 VA SHOOTING	VO	STINGER, GFX MON, VO	1+BAM	B	S1	0:25	0:25	8:08:09 PM	8:07:47 PM		
A33	8 CHI TEACHERS	VO	VO	WIPE	B	S1	0:20	0:19	8:08:34 PM	8:08:12 PM		
A34								0:00	8:08:54 PM	8:08:32 PM		
A35	8 FERGUSON CHEF	VO	GFX MON, VO	1+RDA	H	S1	0:20	0:22	8:08:54 PM	8:08:32 PM		
A36								0:00	8:09:14 PM	8:08:52 PM		
A37	8 PERRY HARVEY	VO	VID MON, TAKE VO FULL	SQBAM	B	S1	0:24	0:24	8:09:14 PM	8:08:52 PM		
A38		SOTVO	SOTVO	WIPE	B	S1	0:25	0:22	8:09:38 PM	8:09:16 PM		
A39								0:00	8:10:03 PM	8:09:41 PM		
A40		LEADIN	TOSS RIGHT	3SHOT	ALL	xx	0:15	0:00	8:10:03 PM	8:09:41 PM		
A41	8 SHORT WX A	VO SNOW	VO	WIPE	JP	S1	0:15	0:13	8:10:18 PM	8:09:56 PM		
A42			WX-5 FULL	DISS			0:45	0:00	8:10:23 PM	8:10:11 PM		
A43			TOSS RIGHT	3SHOT	ALL			0:00	8:11:18 PM	8:10:56 PM		
A44	8 DIABETES WALK	SSFULL	SSFULL	3SHOT	H	S1	0:25	0:22	8:11:18 PM	8:10:56 PM		
A45	8 WX APP	SSFULL	SSFULL	FRTOP	H	XX	0:10	0:05	8:11:43 PM	8:11:21 PM		
A46								0:00	8:11:53 PM	8:11:31 PM		
A47	TZ1 PREPRO	PKG	PKG	FRTOP		S1	0:25	0:11	8:11:53 PM	8:11:31 PM		
A48	TZ1		IGNITE FADE				0:10	0:00	8:12:18 PM	8:11:56 PM		
A49	BRFAK1						1:10	0:00	8:12:28 PM	8:12:06 PM		

- **Rundown** - a chronological outline of the stories and segments that is the blueprint for a tv newscast
- Includes every script and element that will be used on-air and information about video sourcing, audio sourcing, and timing

Preproduction

Script /SB Ref.	Shot #	Interior Exterior	Shot	Camera Angle	Camera Move	Audio	Subject	Description of Shot
1	1	Exterior	WS	Eye Level	Static	VO	Paul and son	Paul and his young son are at the lake, fishing
6	2	Exterior	WS	Eye Level	Static	VO	Paul	Paul at the lake, fishing alone. He pulls out a photo of him and his son; he smiles.
9	3	Exterior	WS	Eye Level	Static	VO	Paul, son, grandson	Paul, his son, and grandson at the lake, fishing
2	4	Exterior	VWS	High Angle	Static	VO	Paul and son	Paul and son playing baseball in a backyard
3	5	Interior	MCU	Eye Level	Static	VO	Paul and son	Paul teaching his son how to drive
4	6	Interior	WS	Eye Level	Pan	VO	Paul, wife, and son	Paul and his wife at their son's high school graduation
5	7	Exterior	WS	Eye Level, Birds-Eye view	Static	VO	Paul, his wife, and son	Paul's son packs up a car, clearly leaving for college. He hugs Paul and his wife, and they both watch him as he drives away.
7	8	Interior	MS	Eye Level	Pan	VO	Paul at his son's wedding	Paul hugs his son before he walks out to the altar; they smile
8	9	Interior	MS	OTS	Static	VO	Paul's son and his wife	Paul's son is at the hospital with his wife; she's in labor, gives birth to a boy

- **Shot list** - detailed plan or checklist that outlines all the shots that a filmmaker or photographer wants to capture during a film or shoot

Preproduction

Set: INT. APARTMENT- DAY		Production: Hotel Cucaracha
Scenes: 3	Breakdown Sheet	Page Count: 2 1/8
Synopsis: Intro to the cockroach		Script Page: 1
		Script Day: 5
Cast Members BABEY CHUBBY AMANDA	Extras	Stunts FALL OFF TABLE
	Vehicles	Props GASPACHO SOUP SPOON
Special Effects	Costumes T-SHIRT (Food Spattered)	Makeup BERT- UP FACE, BRUISES
Sound BLEAT OF BUZZER SCURRYING (POST)	Set Dressing AIR CONDITIONING GRATE	Greenery
Livestock	Animal Handler	Music CARTOON MUSIC
Special Equipment SLO-MO CAMERA	Security	Additional Labor
Optical FX	Mechanical FX	Miscellaneous

- **Script Breakdown** - a process where a script is analyzed and broken down into its various components, such as scenes, characters, locations, props, and costumes
- Done in order to create a production schedule and budget for a film or television project

Preproduction



- **Location Scouting** -the process of finding places to shoot movies, television shows, commercials, and other projects which take lighting into consideration
- **Natural Light** - lighting provided by the sun or existing sources in outdoor locations
- **Artificial Light** - lighting equipment used to illuminate scenes indoors or at night
- **Permits** - official documents granting permission to film in specific locations

Preproduction

3										
4	Budget Summary									
5										TOTAL
6	Creative & Personnel									\$ -
7	Production Support (Pre-Production & Wrap)									\$ -
8	Location Shoot									\$ -
9	Post Production									\$ -
10	Audio Production									\$ -
11	Stock/Elements									\$ -
12										\$ -
13	TOTAL ESTIMATED COST									\$ -
14										
15	Budget Details									
16	Creative & Personnel	Name	Amount	Unit	x	Rate		Subtotal		Actual
17		Writer				\$ -		\$ -		
18		Creative Director				\$ -		\$ -		
19		Producer				\$ -		\$ -		
20										
21		Subtotal Creative & Personnel						\$ -		
22										
23	Production Support		Amount	Unit	x	Rate		Subtotal		Actual
24		Coordinator				\$ -		\$ -		
25		Transcription				\$ -		\$ -		
26		Petty cash				\$ -		\$ -		
27										
28		Subtotal Production Support						\$ -		
29										
30	Location Shoot		Amount	Unit	x	Rate		Subtotal		Actual
31		DP				\$ -		\$ -		
32		Audio				\$ -		\$ -		
33		Gaffer				\$ -		\$ -		
34		Hair / Make up				\$ -		\$ -		

- **Production Budgeting** -the process of creating a financial plan that details the projected costs of making a project including expenses for cast and crew, equipment locations, and post-production
- **Line Item** - specific expenses listed in the budget, such as equipment, cast salaries, and props
- **Contingency** - a reserved amount of money for unexpected costs
- **Grant** - a sum of money awarded for a specific purpose, often to support creative projects
- **Crowdfunding** - raising funds for a project by receiving small contributions from a large number of people

Preproduction



- **Casting** - the process of selecting actors for the various roles
- **Audition** - the process of actors trying out for roles in a video
- **Typecasting** - assigning actors to roles based on their perceived stereotypes

***Why is the
Production phase
important?***

Production



- The second step in the video production process
- The phase during which filming and recording of audio and video content take place on set
- The purpose of the production phase is to execute what you have planned to do
- Includes shooting, conducting interviews, recording voice-overs, rehearsals, signing agreements with the cast and crew, digital transfer of film for editing, overseeing daily film production, and arranging and providing film shooting equipment

Production



Director:

- Responsible for overseeing the creative aspects of the production, guiding actors, and interpreting the script

Producer:

- Responsible for supervising the project from conception to completion, managing budgets, and ensuring deadlines are met

Cinematographer/Director of Photography (DP):

- Responsible for crafting the visual design of the film or video, managing camera and lighting crews, setting up shots

Production



Editor:

- Responsible for assembling footage, selecting shots, arranging sequences, and adding effects to create a cohesive story

Production Designer:

- Responsible for developing the overall visual look of the project, including sets, props, and costumes

Screenwriter:

- Responsible for writing the screenplay or script, developing characters, and creating dialogue

Production



Sound Designer/Audio Engineer:

- Responsible for creating and editing sound elements like music, dialogue, and sound effects to enhance the audio experience

Art Director:

- Responsible for overseeing the overall visual appearance and style of the project, working closely with the production designer

Visual Effects (VFX) Artist:

- Responsible for creating or adding computer-generated imagery or special effects to enhance scenes

Production



- **Ingesting** - the process of transferring raw footage from a camera to an editing system
- **Logging** - the systematic organization and cataloging of video clips or segments
- The process includes adding metadata such as timestamps, scene descriptions, shot details, or any relevant information that helps in identifying and categorizing the content
- Logging is essential for efficient video editing, as it allows editors to quickly locate specific shots or scenes during the post-production phase

Production



- **High Key Lighting** - bright, evenly lit scenes with minimal shadows
- **Low Key Lighting** - dark, dramatic scenes with strong contrasts
- **Soft Light** - diffused, gentle lighting with soft shadows
- **White Balance** - the adjustment of color temperatures to match the light source

Production



- **Pixel** - the smallest unit of a digital image or graphic that can be displayed and represented on a digital display device
- **Resolution** - The dimensions of a video frame in pixels that determines the clarity and detail in an image or video, for example 1920 x 1080 (1080p Full HD), 4096 x 2160 (4K), 7680 x 4320 (8K)
- **Frame Rate** - the number of individual frames or images captured per second in video, with common frame rates are 24, 25, 29.97, 30, 48, 50, 59.94, and 60 frames per second

***Why is the
Postproduction
phase important?***



coindar

EVERYTHING TO KNOW ABOUT

POST-PRODUCTION

Postproduction



- the third step in the video production process
- the phase during which editing of audio and visual elements happens
- the purpose of the postproduction phase is to determine how the final project will look
- includes cutting raw footage, assembling footage, adding music, dubbing, sound effects, visual effects, audio mixing, color correction, graphics
- this is a collaborative process of all the key roles and departments

Postproduction



- **Cleanup** - removing background noise like hums, hisses, pops, clicks, and other unwanted sounds using tools like noise reduction, and equalization
- **Equalization** - the process of adjusting the balance of frequencies within an audio signal to achieve a desired tonal balance and improve the overall quality of the sound
- **Dialogue Editing** - increasing dialogue clarity by adjusting volume levels, removing mouth noises, and ensuring consistency in tone and pitch
- **Sound Effects (SFX)** - adding necessary sound effects to enhance the audio experience

Postproduction



- **Adding Music** - integrating background music or scores that complement the visuals and enhance the emotional impact
- **Mixing** - balancing the levels of dialogue, music, and sound effects to create a cohesive and immersive audio experience
- **Mastering** - finalizing the audio mix, ensuring it meets industry standards for volume levels, clarity, and overall quality

Postproduction



- **Color Correction** - balancing and correcting colors for consistency across scenes or shots
- **White Balance** - adjusting the color temperature to ensure accurate representation of whites
- **Exposure Correction** - correcting overexposed or underexposed areas for a balanced look
- **Color Matching** - ensuring consistency in color and tone between different shots or scenes
- **Histograms and Waveforms** -tools used to analyze and adjust the brightness and color levels in the footage

Postproduction



- **Color Grading** - setting the visual tone or mood through color manipulation to create a specific atmosphere
- **Creative LUTs (Look-Up Tables)** - applying preset color styles to achieve a specific cinematic look
- **Color Wheels and Curves** - tools for precise adjustment of color tones, contrasts, and shadows/highlights

Postproduction



- **Editing** - trimming unnecessary parts, arranging scenes in sequence, and adding transitions to create a cohesive story
- **Cuts** - transitions between shots or scenes that create a seamless flow in the narrative
- **Cutting** - removing unnecessary parts or segments

Postproduction



- **Transitions** - adding effects (such as fades, wipes, or dissolves) to smoothly progress between scenes
- **Fade** - gradual transition from one shot to another by gradually increasing or decreasing the brightness
- **Wipe** - transition where one shot replaces another by moving across the frame
- **Dissolve** - gradual transition where one shot fades out while the next fades in simultaneously

Postproduction

- **Visual Effects (VFX)** - refer to computer-generated imagery or enhancements added to video footage during post-production
- **Green Screen (Chroma Key)** - a solid-colored background (often green) where a subject is filmed in front of that can be replaced with another image or video during editing
- **Computer-Generated Imagery (CGI)** - images or animations using computer software
- **Text Overlays and Motion Graphics** - textual elements superimposed on the video, while motion graphics include animated visuals such as titles, graphs, or logos



Postproduction



- **Rough cut** - a working version that helps filmmakers and editors get an overall sense of the story and identify areas that might need improvement
- Usually without sound, music, or graphics

Postproduction



- **Fine cut** - the last stage before the final cut and involves refining the sequence of shots, pacing, and visual and audio elements to create a seamless and polished final product
- At this stage, the goal is to have the director and producers approve the edit; once the fine cut is approved, the picture is considered “locked” and no further changes will occur.

Postproduction



- **Final cut** - the version of the film that has been approved by the director as the definitive version for release
- It includes all the editing, sound, and visual effects that have been completed