



The AV Interactive Guide to Video Production

Company: AV Interactive Ltd
Email: enquiry@avi.co.uk
Website: www.avi.co.uk
Tele: 01789 761331

Commissioning a video production for the first time will probably seem like a daunting task if you don't know the processes involved. This needn't be the case as the entire process from script to final production will be mapped out for you giving you a clear and accurate understanding of what the final production will look like.

You have questions

As the client, you will probably have concerns regarding the following items and prefer to have them dealt with right from the start:

- Costs Involved?
- Additional Costs?
- Without seeing the finished video how do I know if it's going to be suitable?
- What content, voiceover, presenter and shots do I need?
- How much time will I need to spend on the project?
- Will the video production be finished on time?
- How long should the video be?

Costs Involved?

Before you sign on the dotted line you will know exactly what the project will cost. We will have presented you with a thorough breakdown of all the services required and their associated costs.

Additional Costs?

Simple – There aren't any. After we present you with the treatment (plan) including the script, the price we state is all you pay unless you decide that you want changes after agreeing the plan.

Without seeing the finished video how do I know if it's going to be suitable?

Having spoken with you in detail about your business and the messages you wish to communicate, we provide you with a script and treatment (plan) for your approval. At this stage you are in a much better position to get a feel for how the final production will look. You may also ask us to make any necessary changes to the script and plan at this point before the plan is finalised.

What content, voiceover, presenter and shots do I need?

From our initial no obligation meeting you will be left with an idea of what is required for your particular production. Certainly, this will be discussed with you and will be detailed in the quotation. We use our creative experience together with your business expertise to create the script and plan.

How much time will I need to spend on the project?

Simple – As much or as little as you like. You are the expert in your field and after the script writer has met with you the only other time required is when you proof read the final script and plan. We are able to handle the entire process once these are agreed.

Will the video production be finished on time?

YES – The delivery date will be agreed at our initial meeting and we will deliver on time. Should you decide to change the agreed plan there could be a delivery delay but this is rare.

How long should the video be?

Depending on the type of video, this may vary. For example, if you are promoting a company or product, we create a production between two and five minutes but make certain that we hold the viewers attention with interesting content and effects. If this type of video is too long the viewer may literally fall a sleep. However, if the video production is for staff induction / Health and Safety we may create a production twenty minutes long. We can use a menu driven system where the viewers select the section applicable to them. The content and style of this type of video would have more emphasis on conveying important information with perhaps less emphasis on entertainment.

The Process

Pre-production:

- Initial and no obligation meeting to discuss requirements to produce quotation.
- Meeting with script writer to produce the script.
- Shoot list and treatment (plan) and script produced.
- After proofing, making any necessary changes.
- Organising voice over, presenter or any other resource required as detailed in the treatment (plan).

Shooting (filming)

- Filming at the locations agreed in the treatment.
- Methodically following the shoot list.

Post Production

- Digitizing all tapes into the digital edit suit.
- Editing the raw footage to match the script.
- Adding voice over, music and graphics as necessary.
- Produce a video file to display the production on our server for customer comments.
- Edit any changes as necessary.

Mastering

- The final polish is added after customer approval.
- Sound levels checked and adjusted.
- Frame accuracy and any colour correction.
- Produce a broadcast quality back-up master tape.

Delivery Method

- Burn the programme onto DVD, CD.
- Produce the Flash file for use on the client's website (if required).
- Encode the programme to any format the customer requires.
- Print the DVD disc face and duplicate the DVD as required.

The final programme can be encoded to any format depending on the client and audience needs. Due to broadband improvements, we are able to supply the programme in a format that can be added to any website.

Marc Edwards
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