

How We Do It: Building a Video Presentation

Story Production Step-by-Step

- 1) **Research:** Collect historical organization information and brand assets. Gather examples of related subjects, style guide, logos, reference docs, charts and photos.
- 2) **Concept Generation:** Brainstorm ideas about ways to present the materials.
- 3) **Script writing and Editing:** Client submits a comprehensive list of the topics to cover in the video. This includes a list of the main points to capture in any filmed interviews. Uptown Studios will construct a script for the full video and help the client fine-tune interview prompts to ensure an efficient shooting session.

A very tight script/outline with suggested graphic elements annotated will be approved by the client before moving forward. (2 rounds of edits, proof 3 is signoff)
- 4) **Create Storyboard:** Early comic book-like sketches presented in a sequence of panels that show the planned live action and narration segments plus any supporting graphic elements and typography.

Client review and approval of storyboard logic, graphic styling and design including color and typography. (2 rounds of edits, proof 3 is signoff)
- 5) **Shoot Footage:** Videography team (a cameraman/Director of Photography, a lighting grip to manage equipment and a producer) goes on location to shoot main interviews and b-roll (additional footage and still photos for augmenting the narration).
- 6) **Review and Log Footage:** Video editor reviews all shot footage and selects and labels the best takes and starts to narrow down the amount of footage for editing. (Note: This step typically takes about twice as long as it took to shoot the footage since it all has to be reviewed/evaluated. Planning ahead to be efficient is important.)
- 7) **Design and Build Graphics:** Design and prepare supporting graphics for use in video compositing following what was approved in the storyboard phase. Typically includes intro and ending scenes, lower thirds to identify speakers and supporting graphics.
- 8) **Rough cut:** Creation of initial video edit proof This is the first full proof with minimal effects added for the purpose of establishing general pacing and flow.

Client review of Rough Cut and approval to move forward to finalize video.
- 9) **Final Cut:** Creation of the Final Cut, a fully finessed edit with all transitions and final graphic elements and sound design in place).

Client review and approval of Final Cut. (Only minor text corrections allowed.)
- 10) **Final Production:** Render a master file and high resolution mp4s for online use. Deliver file package to client.