"Video Production in the 21st Century:
New Opportunities for the Independent Producer"
SLO STC Presentation, Monday Feb 23rd '09

INTRODUCTION

My Story: How I became a Videographer

Inquiries and Introductions: Why are we here? Why are you here?

Would you like to produce a video for your own communications or other purpose?
Are you in the field or interested in pursuing the art of film and video production?
Are you an Educator or Professor in technical communication and/or media production?
Are you in the field of Marketing or Communications and looking to offer this solution to your Clients?

Why should you be here?

Merits of the Medium:
- A History of "Audience Identification"
- Sensory Depth and Appeal
- Broaden your Sphere of Influence: Harvey Milk

These are exciting times!
- The Advent of HD and Digital Cinema
- Digital Convergence:
  - Production tools more accessible to producers
  - Video productions more accessible to viewers

THE DIGITAL AGE

Accessibility—HD & Beyond:
- Modern Camera Systems: Solid State Workflows
- Computer Technology: Hardware Acceleration no longer needed to edit quality video
- The Software Revolution:
  - Professional: Adobe, Final Cut Pro, Avid
  - Pro-Sumer: Final Cut Express, Avid Studio, Camtasia
  - Consumer: Imovie, Windows Movie Maker, Etc

Media Outlets are Growing Rapidly:
- Broadcast, Digital Cable, Satellite
- New Media: Broadband Internet
- DVD/Bluray, CD ROM
- Presentations, Exhibits, Etc.
- PDAs, Cell Phones, MP3 Players
- Video Compression: The Catalyst of Digital Conversions

The Story Stays the Same:
- We are Storytellers**!** The production tools are the Vehicle
  - Do you know where you are going?
- Significance Sells: Your audience expects no less
- Telling a compelling story…
  - Delivery: Understanding your audience
  - Know-How: Understanding your options
  - Experience: Understanding your limitations
  - Creative Edge: Competition for the viewer's eye

Pending our economic woes, it is inevitable that in the coming years, there will be exponential growth in both the amount of media produced, and the amount of media seen. The best camera or the most intuitive editing software does not replace the level of art, skill, and dedication that video production requires. And this may come easier to some than to others.

MEDIA ORCHESTRATION: LAYERS OF THE AV EXPERIENCE

Writing, Writing, Writing (show writers strike film)
Live Action Video/Film footage, Still Photographs, Etc.
Sound: Recorded (Stage and Studio), Imported (Music, Sound FX, etc.)
Post Polish: Editing, Timing, Color Correction, Audio Sweetening
Graphics, FX, and Animation

PRODUCTION STRATEGY

The Critical Questions: What is the Purpose:
Who is your Audience?
Where is the Destination?
What are your limitations?

"Baby Ella:" A Case Study in Risk Management

THE PRODUCTION PROCESS

Pre-Production:
Project Definition
The Brainstorm
Schematic: Script/Storyboard
Casting
Locations
Project Management/Coordination

Production:
Audio-Visual Recording
Talent Direction
Grip and Lighting
Studio Recording
Production Management

Post-Production:
Video/Film Import and Logging
Soundtrack Editing
Video Editing
Color Grading and Correction
Graphics and Effects
Video Export and Mastering

THE PRODUCTION TEAM: PEOPLE MAKE IT HAPPEN

Screen & Copy Writer(s)
Producer/Director
Director of Photography
Camera and Assistant Camera
Assistant Directors
Production Manager
Sound Engineers
Grips and Gaffers
Cast Coordinator
Hair, Make-Up, Wardrobe
Production Assistants
Video Editor
Composer/Musicians/Soundtrack
Effects Editor: Graphics, Animation, Compositing
Colorist

TOOLS OF THE TRADE

Cameras (Numerous styles, shapes and sizes)
Lenses and Lens Support (Filters, Matte Box, Follow Focus, etc)
Camera Support (Tripods, Mounts, Dollies, Jibs, Cranes, etc.)
Staging, Grip and Lighting
Video Monitoring (Field and Studio)
Sound Recording (Field and Studio)
Sound Monitoring (Field and Studio)
Video Editing System
Video Storage System
FX System: Graphics and Animation

WORKING ON A BUDGET?

In the end product it isn't always how hard you work or how much money you spend, but how effective you are in delivering a message to your audience.

Be Realistic: Don't Aim for the Super Bowl Ad
Keep it Simple
Hire Experience
Find Jack, Trust Jack
Do it Yourself?

WHAT TO LOOK FOR IN A PRODUCER

Character: Likeability
Avoid the "yes" person

Experience, Knowledge, Skill: Track Record
Demo Reel - Be sure to ask his/her job description in examples

Fit for the part: Role Identification
Joe, Jack, or Steve?

THE AGE OF INFORMATION: FILM AND VIDEO IS HERE TO STAY

Video is Everywhere

The Choice is Yours: Produce Video
Use Video – Market, Educate, Inspire, Entertain
Enjoy Video – Learn, Feel, Laugh & Cry

Headroom: Video is Here to Stay

Some Resources

- www.videomaker.com *and* VideoMaker magazine
- www.dv.com *and* Digital Video magazine
- www.digitalcontentproducer.com *and* Digital Content Producer magazine
- www.studiodaily.com *and* Studio Monthly magazine
- TV Technology & Production magazine
- Video Production Handbook, third edition (2001) by Gerald Millerson
- The NAB Show™
  An annual conference (held every April in Las Vegas) attended by leading media, entertainment and communications professionals who share a passion for delivering the next generation of audio, video, and filmed content across multiple platforms – from televisions, radios and computers to phones, the big screen and beyond. For more info, go to www.nabshow.com