Design of Custom Training Videos

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Stages of Video Production and Some Important Tips

Before You Begin
- Educate yourself
- IT is your friend
- Management buy-in
- Make it a budget line item
- Develop tech standards
- Align with company business goals

Pre-Production
- Know your customer’s business
- Involve decision makers
- Communicate project expectations
- Agree on output
- Script
- Storyboard
- Carefully choose location & time
- Lighting
- Audio
- Attire
- Voiceover?
- Consider going tapeless
- Use a checklist

Production
- Arrive early
- Bring script
- Use a tripod
- Brief all involved personnel
- Coach talent
- Bring backup supplies
- Test lighting
- Test audio
- Log clips/scenes
- Shoot B-roll footage

Post-Production
- Branding?
- Collect assets
- Organize project in editor
- Edit
- Render
- Encode
- Publish
- Review
- Make adjustments
- Republish
Thank You!

QUESTIONS? CONTACT ME FOR MORE INFORMATION

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