

# 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 MI  
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