



# Video Production Tools

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## *Before You Begin*

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1. If building for training purposes, use a training needs analysis tool and process
2. Word processor for scriptwriting – See links to Texas Pictures Industrial Strength Storytelling resources on included Video Terms, Links, and Resources document
3. Storyboard – Consider apps priced at a reasonable cost
4. Voiceover talent (if necessary) – Cost for voiceovers varies based on length of production.

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## *Production*

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1. Camcorder - \$150-\$5000
  - Canon XL2 camcorders\*
2. Digital Camera (optional but can add significant impact) - \$100-\$2000
  - Nikon D70\*
3. Tripod - \$50-\$500
  - Manfrotto\*
4. Microphones
  - Wireless Lavalier - \$300-\$1000
    - Azden 330 ULT\*
  - Shotgun - \$150 - \$800
    - 2 – Audio Technica AT8035 Shotgun microphones\*
5. Teleprompter - \$800-\$5000 (consider apps for significantly less)
6. Cables - \$20-\$1000
7. Lights - \$200 - \$2000
  - Fllights Kit 330AW3\*
8. Scripts – Use teleprompter or cue cards.

9. Portable DTE Recorder (Tapeless) - \$1000 - \$2000
  - Focus FS-5 120 GB DTE (Direct to Edit) Recorder\*
10. Room acoustical treatment if indoors in a “controlled” environment - \$300 - \$10,000
  - Auralex Room Kit\*
11. Support personnel – Bring enough support staff to your production shoot. Costs can vary depending on number and price of your support crew. Remind your boss that using a professional production company for a 5-minute video can range from \$8000-\$20,000! Most companies can’t afford this price point and the cost of one production is enough to buy plenty of equipment to get you going.

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### *Post Production*

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1. Computer – More power is best as rendering video takes lots of horsepower - \$1500 - \$4000
  - Dell Precision T5500 Workstations\*
  - Quad Core Xeon Processors, ES606 – 2.13GHz\*
  - Windows 7 Pro, SP1 64-bit\*
  - NVIDIA Quadro 4000 graphics cards\*
  - Dual monitors\*
2. Video-editing software - \$100-\$1000
  - Adobe Premiere\*
  - Photodex ProShow Producer\*
3. Audio-editing software - \$0 - \$500
  - Adobe Audition\*
4. DVD editing/burning software - \$60-\$400
  - Adobe Encore\*
5. Graphics software - \$50-\$800
  - Adobe Fireworks\*
  - Adobe Photoshop\*
  - Techsmith Snagit!\*
6. Soundtrack software - \$99-?
  - Many options to purchase music libraries as needed
  - Smart Sound Sonic Fire Pro\*
7. Multiple CD/DVD Burning Tower - \$200 - \$1000\*

\*Indicates equipment used at Colorado Springs Utilities.