



AD-LandProductin

Video productions

4 Steps to a Great Video Production

1. Gather Information
2. Choose a Format
3. Select a Style
4. Add Appropriate Elements

Gather Information

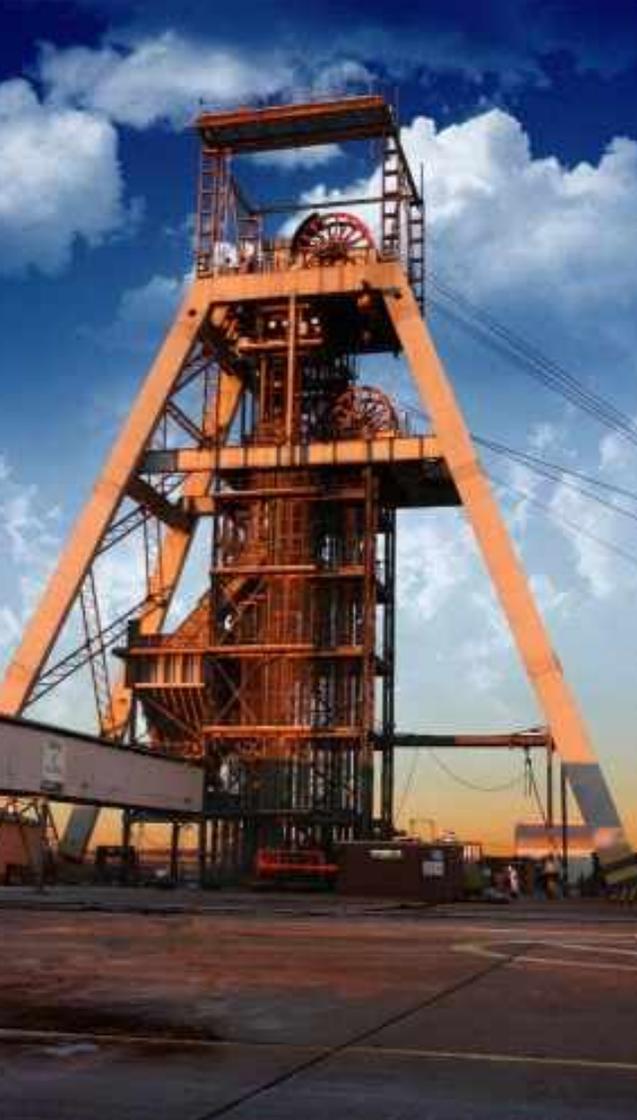
Create a goal that you hope to accomplish.
Identify the audience (intended viewer). Explain how you want your video to affect that viewer.

Try to boil the project down to a single statement that encompasses everything you are trying to accomplish. In advertising, this is called a "Unique Selling Proposition."

Actually write down a statement that defines what is unique about the project and what elements must be present in order to produce a successful project. Let's call this the "Essence" of your production.

Next, find a production company that will take a look at all the potential production elements and then allow your time-line, budget, available resources and the appropriateness for the project to dictate what goes into your outline.





Choose a Format

The format of your video is part of your planning that will involve selecting type of video to use for your project. There are several formats commonly used for video productions

Corporate Video: A video dedicated to show of your companies products and serves highlighting its strengths and innovation. A corporate video focuses on your business as a whole and is used by your sales team to market the company in an innovative and creative way that captures the audience attention and get your business noticed in it sector

Induction Video: When you need to inform staff members on a continuous basis and have a business that spans a large geographical area a induction video will allow you to educate, inform and motivate staff in a effective and productive way.

Safety Video: If you need to get visitors or staff members acquainted with safety regulations and procedures in your business a safety video will ensure that they are equipped with all the necessary information to apply if a situation would arise.

Training Video: When you need to develop skills and ensure that procedures are followed a training video will demonstrate the correct use of equipment and ensure that your work force gets it right. A training video can be repeated numerous times and will save you time and money on training costs.

Select a Style

Selecting the style you will use is essentially identifying the personality of the project.

What is the feeling you want the program to convey?

Is the presentation essentially formal or informal?

Specify any kind of effects you would like to create or have shown in the video, the possibilities range from old raged film to corporate enterprise branding using your logos and company colours.

If you have guidelines stipulating the use of your corporate branding supply them to the video production company to ensure that it is done right the first time. This will save both time and money in the production process



Add Appropriate Elements

Once you've determined the format and style, you can decide which elements are appropriate for your project. A professional video production company will assist you with this by giving you a selection of voice over artists, music

Next you will have to assess the resources you have at your disposal.

Does any footage related to the subject already exist? If not be sure to examine all possible existing footage before final planning.

Gather photographs of your locations taken by staff members or a photographer . This can fill in the blank spots of footage you may need to illustrate offshore projects or locations that are out of reach and budget to shoot on video.