



# THE PRODUCTION PLAN

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*what to do before you head to the shoot*



# READY TO START FILMING?

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Now that you have completed the following:

- Identified your video topic
- Defined your learning objectives and audience personas
- Developed your storyboard
- Practiced the basics of filming

You can now start filming your video, right?

Well, not so fast...



# MAKE A PRODUCTION PLAN

- ❖ Going to the film site and winging it will not produce good results.
- ❖ You think you will capture everything in your storyboard, but this is almost never the case.
- ❖ Step-by-step checklist of what you need to accomplish at each video shoot location...
  - In what order will you film your scenes?
  - What content will be captured indoors (preferred), and which outdoors?
  - How will you organize taking video, audio and still photos?

# CONSIDERATIONS

- ❖ Most efficient use of your and your talents' time – give your talent significant prep time. Discuss content and what to wear.
- ❖ Organize to help prevent the need for multiple trips
- ❖ Production Plan = shotlist + schedule
- ❖ Put it on paper and have it at your shoot
- ❖ The process helps identify any missing elements in your storyboard



# THINK . PLAN . ORGANIZE

- ❖ Where and when are good starting points
- ❖ Indoors is best for audio; you have more control over background noises
- ❖ Be efficient! You will not necessarily shoot the video in order of the story
- ❖ Plan to shoot all indoor portions at one time (with the camera set up at the same distance from your subject so sound is consistent)
- ❖ Plan to shoot all the still photos together, and then all the video together (or not) depending on which strategy makes your time (and your talent's time) more efficient.



# DON'T FORGET

- ❖ Capture a self-introduction
- ❖ Capture audio in a protected location
- ❖ Capture video
- ❖ Capture still shots
- ❖ Capture plenty of background video (B-roll)





# THE PLAN TEMPLATE

- ❖ Review a Production Plan example (eOrganic)

# PLAN COMPONENTS

- ❖ **Scene #**: correlate with the scene numbers on your storyboard.
- ❖ **Location**: Where will you take the video or photo?
- ❖ **Video to Capture**: Description of the video you plan to take.
- ❖ **Photo to Capture**: Description of the photo you plan to take.
- ❖ **Talent**: Who is going to be doing the talking or physically be in the video or photo?
- ❖ **Notes**: Add anything else here you don't want to forget.



# PRIOR TO FILMING DAY

## **Discuss details with your talent.**

- ❖ Undivided attention during the filming process (field days separate)
- ❖ Find a time that filming will best fit into their schedule and be clear about how long they will need to be available to you (pad it!!)

## **Send script to talent ahead of time.**

- ❖ You should have worked out script with talent before making your storyboard.
- ❖ Send script and/or storyboard to your talent ahead of time so they can read over it so they sound more natural (rather than like they are reading it) during filming.

# ON FILMING DAY

## **Review production plan with talent.**

- ❖ Before starting the filming, sit down with your talent over a cup of coffee to review the production plan.
- ❖ You may need to discuss final details
  - best place to shoot a scene
  - additional props that might be beneficial to include
  - how to best write out the script on a dry-erase board for them to understand



# CHECKLIST

- ❖ Cameras (still and video)
- ❖ Charged battery (extra battery)
- ❖ Extra memory cards
- ❖ Tripod
- ❖ Measuring tape or other item (pen, quarter) for size reference
- ❖ Copies of Storyboard (that includes script) and Production Plan
- ❖ Large pad of paper or large dry erase board
- ❖ Easel/stand, tape, markers
- ❖ An assistant to hold pads or paper
- ❖ Microphone, if you need one (we don't recommend this for your first videos - instead, capture audio in a protected location)

# OBJECTIVES

- ❖ Storyboard Development: Why & How
- ❖ Filming (audio and video) & Equipment Basics
- ❖ Production Plan: a tool for planning and organizing
  
- ❖ Continue to develop storyboards (Google Docs and Dropbox)
- ❖ Editing and Video completion