

# [Client]'s Video Production Process

Project Title

# video process

[CLIENT'S NAME]

ALL DOCUMENTS IN YOUR GOOGLE DRIVE FOLDER



## Pre-Production

- DEFINE STRATEGY + APPROACH
- REVIEW EXAMPLES OF CLIENT'S WORK TO DATE
- REVIEW EXAMPLES OF WORK ASPIRING TOWARDS
- UPLOAD EXISTING ASSETS INTO DROPBOX, including:
  - BRANDING (logos, colors)
  - ARCHIVE FOOTAGE + MATERIALS (check copyright!)
- WRITE SCRIPT
- CONFIRM FILMING DATE



## Filming

- RECORD VOICE OVER VIA RIVERSIDE
- CAMERA READY = SOLID COLORS (avoid patterns)
- BACKDROP + LIGHTING

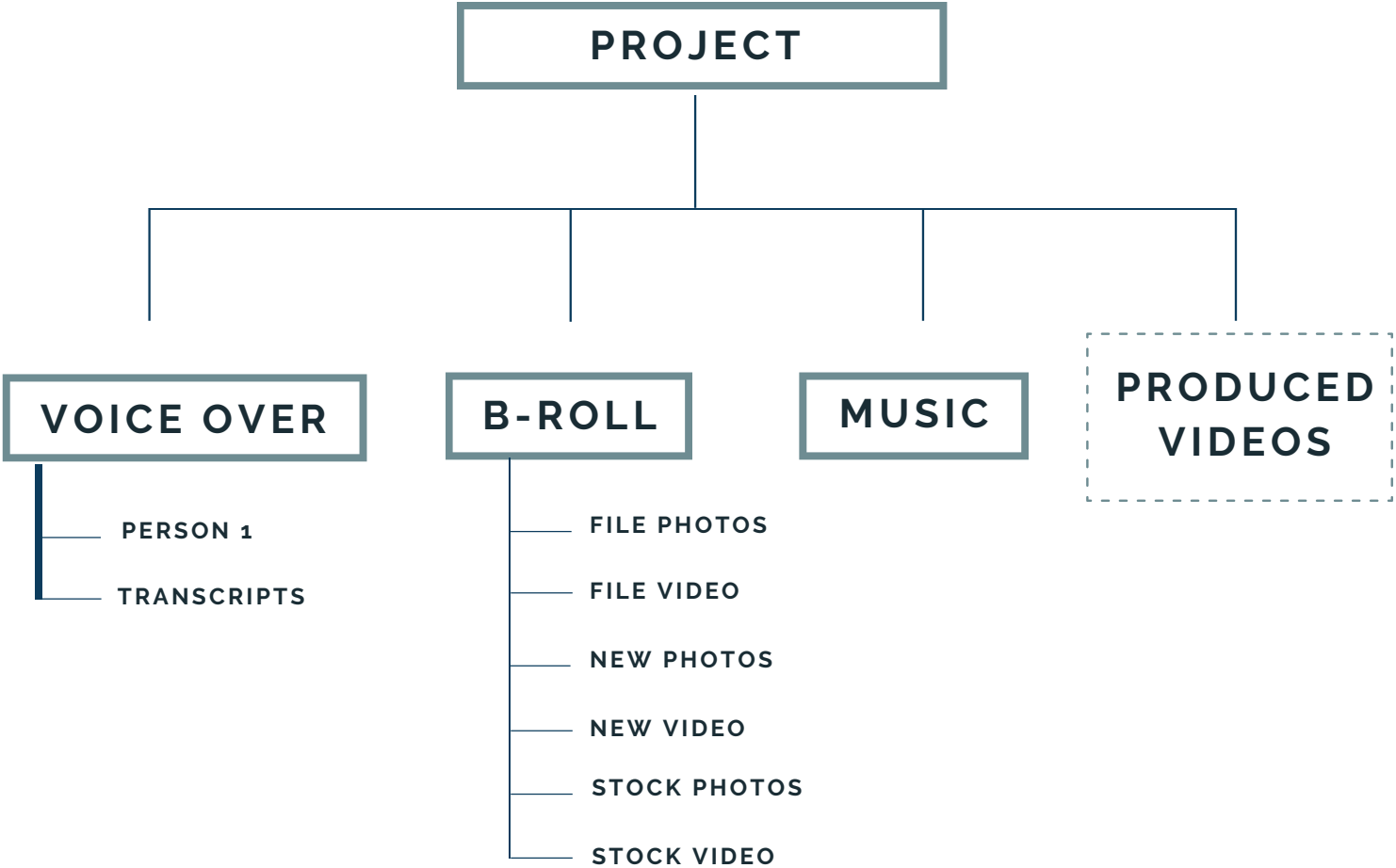


## Post-Production

- REVIEW RECORDING
- SIGN-OFF ON *What You'll Say Vs. What You'll See*
- SELECT MUSIC
- VERSION 1
- VERSION 2
- VERSION 3 (FINAL)
- FINAL VIDEO(S) DELIVERED
- PUBLISH ON DISTRIBUTION CHANNELS

# asset organization

PROJECT:



## CHECKLIST

- |                                      |                                     |                                       |
|--------------------------------------|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> VOICE OVER  | <input type="checkbox"/> MUSIC      | <input type="checkbox"/> TRANSCRIPT   |
| <input type="checkbox"/> FILE PHOTOS | <input type="checkbox"/> NEW PHOTOS | <input type="checkbox"/> STOCK PHOTOS |
| <input type="checkbox"/> FILE VIDEO  | <input type="checkbox"/> NEW VIDEO  | <input type="checkbox"/> STOCK VIDEO  |

# approvals

PROJECT:

THOSE WITH VETO POWER:

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

THEIR NOTES

ADDITIONAL FEEDBACK FROM OTHER SOURCES

# final videos

PROJECT:

**FILE NAME**

**SIZE**

**USE CASE**

<i>video #1</i>	High Definition (HD) 1080p	Live presentations (large screen)
<i>video #1</i>	High Definition (HD) 720p	YouTube, embed in PowerPoint, Zoom playback
<i>video #1</i>	Standard Definition (SD) 480p	Embed directly into social media (eg. LinkedIn, Facebook)
<i>video #2</i>	High Definition (HD) 1080p	Live presentations (large screen)
<i>video #2</i>	High Definition (HD) 720p	YouTube, embed in PowerPoint, Zoom playback
<i>video #2</i>	Standard Definition (SD) 480p	Embed directly into social media (eg. LinkedIn, Facebook)

# video guide

PROJECT:

## Version 1: 59 seconds with text overlay

FILE NAME	FORMAT	SIZE	USE CASE
<i>video filename</i>	HD 1080p .mv4	68.5 MB	Live presentations (large screen)
<i>video filename</i>	HD 720p .mv4	48.1 MB	YouTube, embed in PowerPoint, Zoom playback
<i>video filename</i>	SD 480p .mov	14.7 MB	Embed directly into social media (LinkedIn, Twitter, Facebook)

## Version 2: 62 seconds, no text

FILE NAME	FORMAT	SIZE	USE CASE
<i>video filename</i>	HD 1080p .mv4	68.5 MB	Live presentations (large screen)
<i>video filename</i>	HD 720p .mv4	48.1 MB	YouTube, embed in PowerPoint, Zoom playback
<i>video filename</i>	SD 480p .mov	14.7 MB	Embed directly into social media (LinkedIn, Twitter, Facebook)