**PRE-PRODUCTION**

***DEFINE***

☐ Meet with clients to create project plan.

☐ Determine type of digital media.

☐ Set overall goals for design.

☐ Define target audience.

☐ Agree on deadlines.

☐ Create a budget.

☐ Research and select color scheme and set of typography based on client’s current marketing and branding materials.

***STRUCTURE***

☐ Gather and manage information and digital assets provided by the client.

* Create a file-naming convention to assure proper organization and storage.
* Save and organize files for easy and quick access.

☐ Create any necessary design documents.

☐ Get any actors or other on-camera participants to sign a talent release document.

☐ Choose hardware.

* Cameras
* Microphones
* Cables
* Video mixer for live productions

☐ Determine specific software needs.

* Video Editing Software – Captures video from the original source and imports it into the editing software (Example: Adobe Premiere, Final Cut Pro).

***DESIGN***

☐ Write a script that effectively conveys the intended message to the audience. Consider the following:

* The accepted vernacular of the target audience.
* The readers (performers) of the script.
* Script is needed to tell the actors (both on screen and for a voiceover) what to say and when.
* Gives direction to set lighting, sound effects, and other components of the project.

☐ Create storyboard.

* Sketch out a visual representation of each major scene of the video project.
* Provide information about the audio sources, camera movements, and transitions.

☐ Create a shot list in the sequence of the storyboard for the camera operators.

☐ Present script and storyboard to client for review and feedback.

☐ Redesign and resubmit for approval.

**PRODUCTION**

***BUILD***

☐ Setup equipment such as tripods, cameras, and lighting.

☐ Record footage according to the storyboard.

☐ Capture and name recorded video.

☐ Import recorded footage into the video editing software or gather existing footage from outside sources.

☐ Select, edit, and assemble the video clips according to the storyboard.

☐ Adjust audio levels, add titles, add transitions to the video clips to convey the intended message to the audience.

***TEST***

☐ Export final video to selected format.

☐ Check for errors and functionality.

☐ Revision based on test results.

☐ Preview the final version.

* Preview to see how the video will look on a particular output device (computer monitor, tablet, phone, etc.).

**POST-PRODUCTION**

***DELIVERY***

☐ Optimize the video for specific client needs, including:

* File format requirements (codecs)
* File size requirements
* File name requirements

☐ Submit the finalized version(s) of the video to the client.

☐ Outline a project launch plan (if needed).