

PRE-PLANNING GUIDE

LIVE-ACTION VIDEO PRODUCTION



HOW TO USE THIS GUIDE?

There are many ways to go about producing a live-action video, which is why it's important to determine certain essential pieces of the puzzle right at the beginning.

We've prepared this guide to help you get the ball rolling on the video you've been intending to produce.

Organise your initial ideas and put thought to important aspects of your project by answering the questions and fulfilling the steps laid out in this guide.

GUIDE QUESTIONS.

1 WHAT IS THE PURPOSE OF THIS VIDEO PROJECT?

- What are you trying to accomplish?
- Is it for internal or external use? Marketing/public service announcement/brand awareness/increase sales?
- The purpose of the video is the underlying context of which the concept will be developed.

2 WHO IS/ARE YOUR TARGET AUDIENCE? (LOCAL/ WORLD WIDE/AGE GROUP/ETC.)

- Identifying this will help you and your creative team develop an engaging concept that will capture their attention.

GUIDE QUESTIONS.

3 HOW DO YOU PLAN TO DISTRIBUTE THIS VIDEO? [EXAMPLE: SOCIAL MEDIA PLATFORMS (REEL/ STORY/FEED), YOUTUBE, LOCAL TV NETWORKS, EMAIL CAMPAIGN, DIGITAL BILLBOARDS]

- It's important to determine this early because then you can begin to make plans for other foreseeable cost factors such as ads budget, TV network permits, the right license for your royalty-free music, billboard ads cost, etc.

4 WHAT IS YOUR BUDGET FOR THIS VIDEO?

- The budget could help align realistic expectations between you and your creative team.
- Try to come up with a realistic range of amount that you are willing to allocate for your project prior to inquiring from creative agencies.
- If you don't have any idea of what the market rates are, have an open mind to receive a few quotations and work from there.

GUIDE QUESTIONS.

5 DO YOU HAVE ANY REFERENCE VIDEOS OF WHAT YOU HAVE IN MIND? (ADD THE LINKS HERE)

- What is it that you liked about these references? (the general feel/ styling/ message/type of music/story/etc.)
- Showing these reference videos and communicating what you like about them will help your creative team have a better understanding of what you like. They can then tell you whether they are able to produce it.

6 WHO WILL BE IN THE VIDEO?

- Will it be one or more personnel from your company? If so, who might they be and why do you think he/she will be the right person to represent your company for this video project?
- Will you need professional talents? If so, do you have requirements such as age, gender, ethnicity, etc.

GUIDE QUESTIONS.

7 WHERE MIGHT BE THE LOCATION OF THE PRODUCTION SHOOT?

- Will it be in your company's premises or elsewhere such as a public area or a rented location?

8 WILL YOU NEED ANIMATED/MOTION GRAPHICS ELEMENTS IN THIS VIDEO?

9 DO YOU HAVE ANY OTHER INFORMATION OR CONCERN ABOUT THIS VIDEO?

- Write them here so that you can ask your creative team.

HOW TO USE THE STORYBOARD TEMPLATE?

The following page is a storyboard template that we use when putting together initial scene ideas for a video sequence.

Use it to organise your initial thoughts regarding the sequence of scenes you'd like to see in your video.

You can write the descriptions or make simple drawings of what you have in mind.

At this stage, you might not have a full sequence yet. Nevertheless, write down whatever you might have, even if it's just the beginning and the end. Even these are already a good starting point.

These scenes are just a rough starting idea. Be open to change and what your creative team will suggest.

PROJECT

TITLE: _____ **PAGE:** _____

SCENE NO.:

SCENE NO.:

SCENE NO.:

SCENE NO.:

SCENE NO.:

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CONGRATULATIONS!

You've now put together the core of your live-action video project. At this juncture you now have 2 options:

1. Proceed to complete the project on your own.

This will work well if:

- you are skilled in videography and video editing
- you have an in-house team in your organisation

2. Engage a professional creative team that can develop, plan, and produce this live-action video with you or for you so that you can focus more on what you really need to do in your business.



If you're ready to explore what working with a professional team would be like, **get in touch with us** through email or a direct call. Let's see if we're a right fit to work together in this project.

We'd be happy to walk you through how we can contribute to this project.

