

ExplorNet's Digital Media II



Objective 206.01 5%

Understand advanced production methods for digital video.

Pre-Production

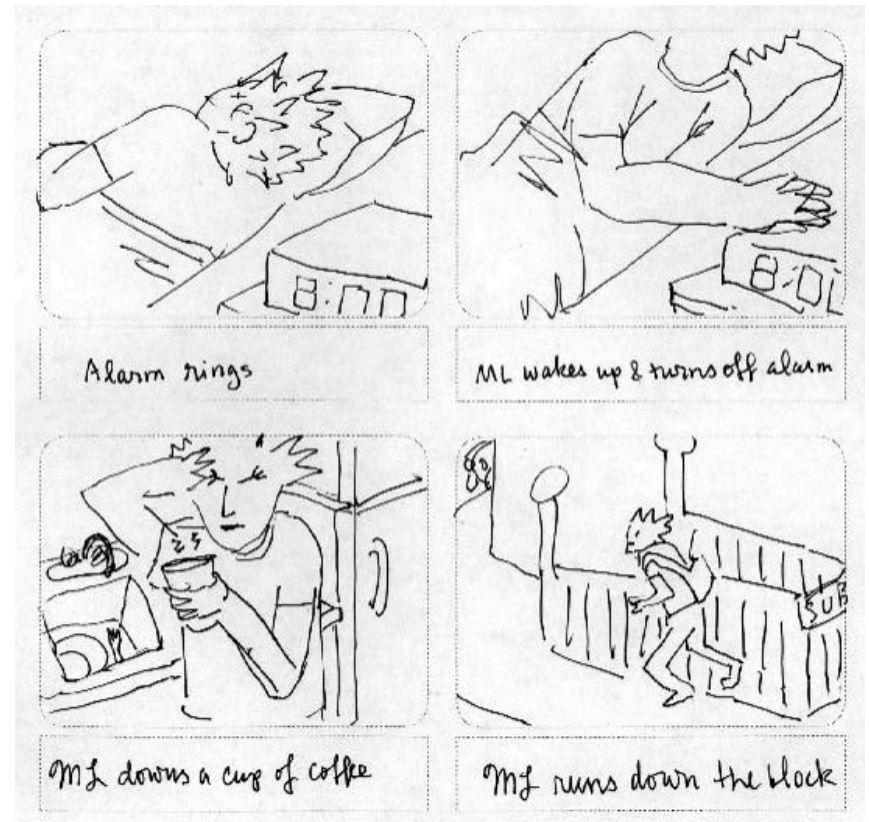
- Meet with the client to create a project plan:
 - Determine the purpose of the video production.
 - Define a target audience.
 - Set overall goals of the video.
 - Agree on deadlines for phases of the project.
 - Create a budget for the production.
 - Decide what equipment will be necessary to create the video project.

Pre-Production

- Script Writing
 - Script is needed to tell the actors (both on screen and for a voiceover) what to say and when. The script also gives direction to set lighting, sound effects, and other components of the project.
- It is important to consider the following:
 - The overall goals of the video project.
 - The target audience of the project.
 - The accepted vernacular of the target audience.
 - The readers (performers) of the script.

Pre-Production

- Create the storyboard:
 - Sketch out a visual representation of each major scene or major phase of the video project.
 - Provide information about the audio sources, camera movements, and transitions.



Pre-Production

- Create a shot list in the sequence of the storyboard for the camera operators.
- Get any actors or other on-camera participants to sign a talent release document.
- 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.

Pre-Production

- Choose appropriate equipment:
 - Choose camera(s)
 - Choose microphone(s)
 - Choose cables
- Other equipment (video mixer).
 - Mostly used for live video productions.
 - Accepts multiple camera sources and combines them into one production.
 - Can automatically add transitions and effects to the input sources.



Production

- In video production, the production phase consists only of recording footage with a camera.
- NO editing!



Post-Production

- Capture and name video footage.
- Edit video footage to match project needs.
- Apply special effects.
- Add audio.
- Add transitions.
- Add titles.
- Export final video to selected format.

Post-Production

- Re-design the video production on client feedback (if necessary).
- Render the video and re-export after addressing feedback.
- Watch the exported video in its entirety to check for quality assurance.

Post-Production

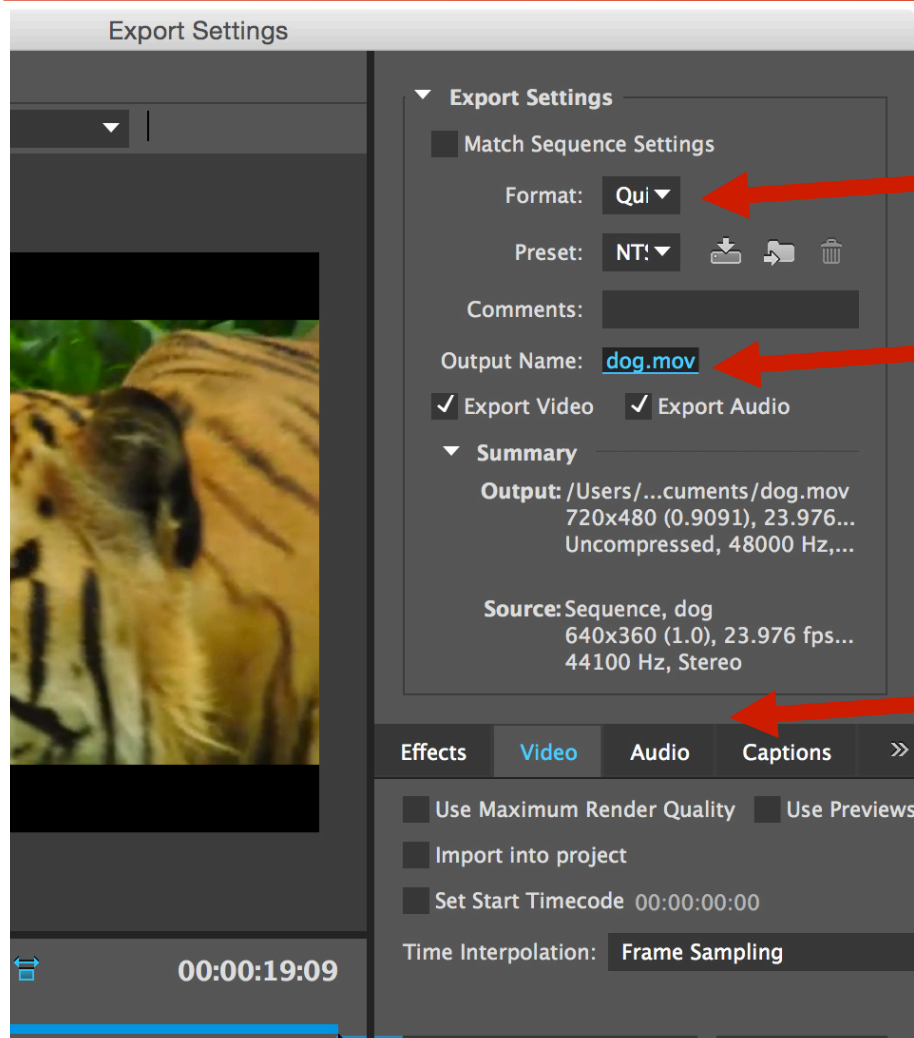
- Optimize based on specific client needs:
 - File Format Requirements
 - Video files also use codecs.
 - File Size Requirements
 - File Name Requirements



Export Video

- To export a video in Premiere Pro go to File>Export>Media. This will bring up your export settings window,
- Choose format, file name and other settings.
- May export entire or selected sequence, audio or video.
- Make sure your sequence that you want to export is selected when you do this.

Export Settings



Format Options

File Save As Options

Other Options