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By Nigel Camp | June 26, 2013 | Blog, Post Production, Pre Production | 2 Comments



Whether you decide to hire a production company or produce your own content, there are three distinct stages of video production you should be aware of. Each phase will have its own challenges and will vary depending on the size of your project. Large scale productions in the television and film space will have dedicated teams working on each phase. Whether you are creating a short online video or larger sized project, the getting familiar with the three main stages below will enhance any

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Video Production Stages



Pre-Production

Scripting & Storyboard – The pre-production phase of a project is where all the planning takes place before the camera rolls. Whether its measured in minutes, hours or days, this planning phase sets the overall vision of the project. Pre-production also includes working out the shoot location and casting. You're in pre-production mode the moment you start writing down a few points to cover in a video even if it is a short piece made for a blog. As your projects become more ambitious you can start to storyboard the project. Storyboards can really smooth out the post-production process when it's

time for editing. This will really be useful if there are multiple people working on the project.

[CLICK HERE FOR TIPS ON CREATING A STORYBOARD](#)

[CLICK HERE FOR TIPS ON WRITING A SCRIPT](#)



Production

Production begins once the footage is recorded. This process will capture all the scenes and information captured in the pre-production process. During the production process you will work out the lighting requirements, framing and composition. Some projects will also shoot B-Roll during the production process. B-Roll is supplementary footage that is included in the finished product.

[CLICK HERE FOR FURTHER INFORMATION ON B-ROLL](#)



Post-Production

The post production process begins after all the footage has been captured. This is actually one of my favourite parts of the video making process. Graphics can be added along with images, music, colour correction and special effects. If you are producing your own video content there will be a bit of a learning curve at first, but it will be really rewarding. Post-production is like putting the last coat of paint on in a room and it will be well worth the time to learn the basics. This is where your video project will really come to life.

If you are in charge of project editing and not sure where to start I'd recommend that you check out [YouTube's video editor](#), [Movie Maker](#) for the PC or [iMovie](#) for the Mac. All editors share some basic principles. If you need more advanced features you can always look at some of the pro-consumer video editors like PowerDirector available on www.cyberlink.com or a pro editor such as [Premier Pro](#) or [Final Cut](#).

Post Production Tips

Small Sized Production – Filmed for a blog with a single subject

During post-production, the video can be enhanced even if it contains a single actor. During the recording process consider filming the the subject using different shots. If the subject has been filmed from the same distance, more advanced editors will allow shots to be cropped and zoomed. Any video will be enhanced with a blended up mix of shots.



Large Sized Production – Filmed at a music festival (multiple locations and actors)

Larger sized productions are often filmed at a number of locations. During post production, the editor will be able to change the scene and angles of the actor and environment to help create an engaging story. Adequate time spent in the pre-production process will definitely pay off and make this process more smooth. Below a combination of shots introduce the venue, actor talking about the event and the band.



That's all for now. Getting familiar with these processes is a must for a great video production. Best of luck from 'The Video Effect'

