

Creating a Standalone Video

Step 1: Client and assigned producer discuss scope and purpose of video

Step 2: Producer creates budget

If budget is...	Then...
Acceptable	Proceed to next step
High	Modify to make acceptable

Step 3: Writer writes script

Step 4: Client and producer review script

If script is...	Then...
Acceptable	Proceed to next step
Unacceptable	Request changes to writer and have writer modify the script

Step 5: Select talent for video

If video requires...	Then...
Narrator	Audition narrators and make selection(s)
Actor	Audition actors and make selection(s)

Step 6: Select source of video footage

If...	Then...
Shooting new footage	-Plan video shoot -Secure locations and assistance -Schedule talent if required
Using library footage	Research image library for appropriate footage

Step 7: Shoot any video or audio required for the footage

If using...	Then...
Actors	Videotape actors
Narrators	Record narration

Step 8: Producer edits video version 1

Step 9: Client reviews version 1 and requests changes, if necessary

Step 10: Producer makes requested changes where possible and creates video version 2

Step 11: Client reviews version 2 to approve changes or requests further modification to changes

Step 12: Producer makes final modifications to video, if required

Step 13: Client reviews final version of video to give approval

Step 14: Video is complete and ready for distribution