

The Production Process

One - Determine the purpose of your video.

The video production process begins by choosing the purpose of your video. How do you want your target audience to respond? What are you trying to get them to do? Do you want them to buy more, do more, work faster, sell more, spend more money? Define your video's purpose and how you want your audience to react.

Two - Define your target audience.

Who's going to see your video? Clients or Employees? Sales and Marketing Managers or Corporate Executives? Company Presidents or Office Assistants? Are they young? Old? Ready to act now? Or indifferent? Although videos made for each of these target audiences might convey the same idea, their style, message, content, mood, and even quality will likely vary.

Three - Begin planning distribution of your video.

This step may seem a little premature, simply because distribution of your video isn't possible until the final cut has been approved. We've included this step in the planning phase because while determining your target audience, you'll want to also consider how to reach them.

Four - Selecting the Video Production Company

A reputable firm will take the time to answer your questions and ease any anxieties you may have. Once you've obtained references, estimates, and preliminary information, you should have a list of some very favorable companies.

Now, you'll want to consider the creative ability of the video production company. Do they seem able to translate your ideas into a comprehensive, smoothly flowing outline and script? Do they possess the ability to produce a quality video that will get your message across? Do they understand the purpose of your video?

Five - Developing an Outline

Prior to this point, your dollar investment has been zero. Now, you'll begin to spend part of your video budget. Most production companies require a fee to provide the research necessary to develop an outline. This fee will vary depending on the amount of research or preliminary gathering of background information that is involved. This gathering of information is necessary because the production team knows nothing about you or your company.

Six - Budgets and Agreements

In this step, the production company should present you with a budget based on your approval of the outline. Be sure the budget includes all aspects of the remainder of the production, such as music licenses, talent, location fees, etc. The budget should be all-inclusive. Ask what should be included in the total, and how the total is reached.

Seven - Scheduling

The completion date of your video should be specified in your contract. However, this time frame is usually negotiable. It is to the video production company's advantage to deliver the video to you as soon as possible, but they should resist sacrificing quality or effort in order to deliver the video prematurely.

Eight - Approvals and Revisions

Please note that in our production contract you have built-in approvals of the video at various stages in its development. These are typically the approval of the script; the approval of the rough cut; and the approval of the final cut. Revisions made too late in the game can be costly. We recommend that you consider changes or revisions while the video is still in paper form as an outline or script. These revisions most probably cost you nothing and are easily accomplished.

Nine - Your Completed Video Production

Nowadays through digital video all the editing is carried on in the NLE (Non Linear Editing) workstation(s). The rough cut is performed sometimes with placeholders for titles and composites; preliminary renderings of the animations are often used. The narration will be a mock one and music has probably not been mixed yet. Upon approval of the rough cut the editor will finish the final cut. You most probably will receive the final production in the form of a DVD with your show in its full glory. Usually this completes the contractual obligations of the production company.

Our Technology:

By fully embracing the digital workflow AMPHION Communications can provide you with script to screen services yet at very competitive rates. Instead of sub-contracting many phases of the production our 20+ yrs of combined production experience allows us to have most stages of the project done in-house, including scripting, Studio shooting CG (computer graphics), virtual sets, 3D animation, audio sweetening and post production.