A meeting will be held to kick off the project, and the team will outline these production phases to the client, so they understand the process.

Each step, beginning with content outline, will require some form of sign-off or approval. All work is reviewed internally before sending anything for review outside of Multimedia Services. Communications should flow through the multimedia project manager, who will manage the distribution of the work/tasks.

Video Production Phases

While these steps will often be sequential, there will be some situations where the order is adjusted, or steps are done in parallel.

Phase One

1. **Kickoff Meeting** – Meet with partner/client/stakeholders and discuss objectives, goals and outcomes for the project, as well as resources, assignments, schedules, etc.

2. **Requirements Gathering** – Meet with the subject matter experts to gather information and requirements for the project. Develop a detailed content outline. Identify resources to fulfill the objective.

3. **Content Development** – Determine the method of performing or communicating the content outline points. Based on the requirements gathered, begin to create a storyline.

4. **Scriptwriting** – Prepare the first draft narrative for on-camera and voiceover performers and plan for supporting video footage or b-roll.

Phase Two

5. **Pre-production planning** – Determine efficient methods to produce the video. Assign production elements to team members. Perform a script breakdown of the elements needed to create each scene, such as location, equipment, props, performers, transportation, editing, and graphics.

6. **Production** – Record video and audio, create graphics, and prepare footage for editing.

Phase Three

7. **Post-production** – Edit video, audio and graphics.

8. **Client Review and Approval** – Proofread graphics text, and send video to clients for approval. Make final changes if necessary.

9. **Distribution** – Render video in HD and optimize it for duplication or publishing appropriate to the venue specified in the Multimedia Strategy Form (DVD, YouTube, etc.)