



Top 13 Video Production Design FAQs

We've been producing videos for a long time and are always happy to share the basic facts with our clients. We also know that successful projects begin with a basic understanding of how video production works and how it can be used to create better videos.

That is why we have created the top 13 questions we always ask clients before launching a project. Knowing the answers to these questions always helps ensure a successful result.

Number 1: Who Is Your Audience?

We will need to know who your audience is so we can tailor the message and images to them. The audience does matter in how we treat the material. Having just one target audience is always better than trying to address multiple ones.

Number 2: What is your subject?

What are you trying to say with your video? And why is it important? Again, having one main subject is always best for a targeted piece.

Number 3: What is your key message?

Along with your subject, it helps to know your key messages. This helps define the project and scope.

Number 4: What is your intent?

What do you hope to achieve by using video in your communications plan? What is your motivation behind this project? Knowing this helps us refine the message and content.

Number 5: Are there any challenges facing this project?

Do you know of any particular challenges related to this project? These could be subject-matter related issues or more mundane issues, such as scattered interview subjects or even budget constraints.

Number 6: Who needs to be in it?

Are there any key personnel who need to be in the video? Having a list of these people helps determine how long we need for filming interviews.

Number 7: What is your budget?

Video production is an investment. Knowing how much you have to invest helps determine the best approach for your video. We also recommend having a small reserve or contingency for any unplanned costs, such as upgrades, changes, increased travel costs, etc.

Number 8: What is your timeline?

When do you need the final project? This date will determine our entire production schedule. Typical projects can take two months, but others can be shorter or longer time frames – just depends upon your needs or deadlines. Shorter timelines can sometimes have expedited and increased costs.



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Number 9: How long do you want the final video to be?

How long do you want the video to be? Depending on what it needs to accomplish, does it really need to be that long? It is always best to plan for a video that is concise, but thorough. We are happy to discuss appropriate lengths for your video, as well as other options. As my film professor would say, "...And what is your audience doing this entire time?" It's important to remember your audience at all times.

Number 10: Do you have existing materials to use?

Do you already have footage or still photography that we can use in the new project? Do we need to match the look of the new video to existing materials or your brand image? If so, do you have brand or style guidelines you could share with us?

Number 11: How will it be shown or distributed?

The next question is, "How do you want to show the video?" – On the web, broadcast TV, or on the big screen? Or will this be shown vertically on digital signage or used in social media posts? Or is it part of a large multiscreen display with blended technology? Distribution and ultimate delivery formats can also affect the design and cost.

Number 12: Is this an ongoing concern or one-time showing?

What is the shelf life of your video? Do you intend on producing a series of videos? These answers also guide our approach and recommendations.

Number 13: Have you considered multipurpose or re-purposing?

Sometimes it helps to plan ahead to other videos. There may be a way to use the same footage in multiple videos if you plan it right. Or you may be able to shoot for multiple videos simultaneously while producing the first one. Planning ahead can save you a fortune, especially if you plan on producing multiple videos.

We are always happy to explore ideas with you and help determine the best course of action. Planning is all part of the Pre-Production process. The more planning that can be done in advance, the smoother it is for the overall project.

Don't worry if you don't know all the answers to these questions, we can help walk you through them and help make some determinations for the best approach.

Reach out to us via email at: clark@vidsol.media or phone, +1, 703.683.5305 and let us know a good time to discuss.

Thanks,

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