It’s helpful to consider the overall workflow of creating a video. Decisions such as what the major takeaway message of the video will be and what is the most effective concept to deliver that message has an impact on the overall success of the project. This can make it hard to know where to start. A common mistake among those new to visual storytelling is to hastily jump into a new project—without understanding the production process.

This process consist of four key steps; pre-production, production, post-production, and distribution.

This guide will help you be familiar with each step of the production workflow and provide guidelines for the adequate time required to accomplish each step in the process.

These steps are applicable to a project which requires a sole video product or a series of videos.

Pre-Production (2-3 Weeks)

The pre-production phase is the initial step in the process. The first step in the Pre-production phase calls for collaboration between the producer and “client” to develop the message and the concept for the project.

The next step in the pre-production phase is the development of a script and or storyboard and the recruitment of on camera talent or voice over performers. The script should have “buy-in” from content subject matter experts and from all parties who are involved in the review and approval process for the video project.

After the script and or storyboard has been approved by all necessary parties and talent has been arranged the next step in the process is scheduling.

Scheduling can be impacted by the resources available to the producer on requested dates. For example, the date and time a client wishes to conduct a remote location or studio shoot may have already been booked for another project. For this reason it’s adviseable to have sufficient lead time to complete the project to account for conflicts and delays.

Once the pre-production phase has been successfully accomplished the project then enters the production phase.
Production (1-2 Weeks)

In the production phase the producer begins the process of executing the vision and the message established in the pre-production phase. Production may consist of shooting a scenario or interview at a remote location on campus or conducting an interview or having the talent deliver a message on camera in a studio setting.

The timeline for the production phase can vary depending on the complexity of the production. A project that requires multiple shoots and or multiple locations will require more time to execute. Once again, it is adviseable to have sufficient lead time to complete a project and to meet a desired deadline.

Post-Production (2-3 Weeks)

The post-production phase is where an editor acquires and organizes all the necessary elements to complete the video. The vision and concept established in the pre-production phase is transformed from an idea on paper to a fully formed video product.

The next step in the post-production phase is when the video is made available to the “client” for review and approval. It is adviseable that the review process be limited to individuals involved in the development of the script and or storyboard in the pre-production phase. Those who are involved in the initial phase of the project will have a better understanding of the vision and the goals for the project and are best suited to review the material and offer insight and suggestions.

If revisions are deemed necessary the “client” should provide the producer a comprehensive list of revisions and discuss with the producer the reasons for the requested revisions and how best to address the concerns. Keep in mind that revisions return the project back to the editing stage of the post-production phase and may require additional time to complete the project.

Distribution (1 Week)

Once the final version of the video is approved the “client” can choose to have the video uploaded for viewing to an online service such as YouTube or Vimeo. If the “client” chooses they may also display the video on the UTSA Digital Signage system. The “client” may also request a digital file of the completed video.
Please allow ample time to complete the video project by making a video production request well in advance of any deadlines. A typical video project requires between six to nine weeks for completion.