



# Frames and Footage

*Producing video with MEDIA*



Is this your first video?

If so, how do you feel? Excited? Nervous? Queasy? Don't be. We're here to help! Here are a few things to keep in mind as you move forward.



Plan ahead.



Be patient.



Think about how you're going to use the video.



Find examples that you like.



Consider the resources your video will require.

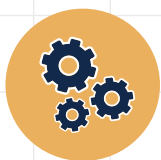


Plan to be a part of the video shoot.



Enjoy the collaboration.

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**Plan ahead.** It takes considerable thought to craft a clear message. It also takes a focused understanding of the wants, needs, and motivations of the target audience. While we can help polish your delivery, the message needs to come from you. Devoting time up front to honing your message will pay off in the long run.



**Be patient.** Creating a script and shooting a video takes time. The quality of the video we create will reflect the amount of effort that is put into planning and designing the final product. The good news is that you only need shoot it once. After the video is made, you can easily reuse it in the future.



**Think about how you're going to use the video.** Clearly defining the use-case for the video up front will help to clarify a lot of questions throughout the planning and production process. If you're not sure how the video will fit into your overall project, consider whether you really need a video. Is it the right solution to the question/problem?



**Find examples that you like.** Locate visual treatments that you find appealing (or conversely, unappealing). Do you want to create a live-action video? Will your live video include motion graphics and/or static images? Examples will help us create the best customized solution for your particular needs.



**Consider the resources your video will require.** Do you want to produce your video on location (in a doctor's office, for example) or in the studio? Is realism important? Will your video require actors or voice-over talent? Helping to identify these needs early on in the pre-production process will make the overall experience much smoother.



**Plan to be a part of the video shoot.** While we encourage you to sit back and relax during the video shoot, please make sure that you are on the set to answer questions, resolve any problems or confusion with the script, and ensure that the product we're creating matches the objectives for the project. If you can't make it, no problem—a representative who can speak on your behalf will be fine. It's important to budget time from the outset so someone from your team is available on the day of the shoot.



**Enjoy the collaboration.** Our goal is to create a high-quality, informative, and enjoyable video for your target audience. Collaboration—the easy back-and-forth of ideas and suggestions—will be important during the planning process. We look forward to working with your team to develop the best possible solution for your needs.

