

## Video Production Planning

Video is a strong visual resource and can connect many dots together to provide a powerful message to key audiences across many platforms. With many distribution avenues including direct-hosted Web sites, broadcast television and social media networks, video can be an integral part of any visual communication strategy. It is important to address a few issues when planning a video and this can be broken down into three stages.

### 1. PRE-PRODUCTION

- Goal or focus of the video and timeline of production
- Intended target audience and key messages
- Distribution medium – Web, DVDs, broadcast television
- Final product (tape/kind of streaming file) and duplication
- Budget for the entire production. Dependent/determined by the content requirements.
- Booking talent/interviewees and footage locations
- Storyboard or treatment structure of video
- Questions for interviewees
- Script writing if required
- Necessary approval of treatment

### 2. PRODUCTION

- Content of the video – interviewees, kind of b-roll/footage/still photos required
- Locations and backgrounds. For both interviews in studio and location shoots.
- Equipment required for specific shoots
- Permissions and consents. Very important for health videos and government clients
- Travel requirements and lodging
- Taping footage and interviews
- Necessary approval of script

### 3. POST-PRODUCTION

- Narration recording if required
- Sourcing existing b-roll footage
- Music and sound effects selection or purchase
- Video editing
- Motion graphics if required
- Graphics like lower thirds and opening titles and bumpers to be produced
- DVD authoring and duplication if required
- Necessary approval of final video

VIDEO MOTION GRAPHICS (VALU BRANDED SAMPLE)



The VALU logo is placed in top right corner at 105 x 60 px.

Location used for scripted content.

Observe appropriate use of color bar.

Animation and motion location.

These examples display how the VALU brand should be applied to a video.

### Motion Graphics

The color bar is used to indicate the learning category and offering being represented. This example is using "VALU Resources."

### Live Action

The second example shows an alternate presentation. To provide more room for live action video the head elements have been removed. The lower thirds bar should use the appropriate color coding (used only if you are producing a VALU branded video – see the VALU style guide for more information).

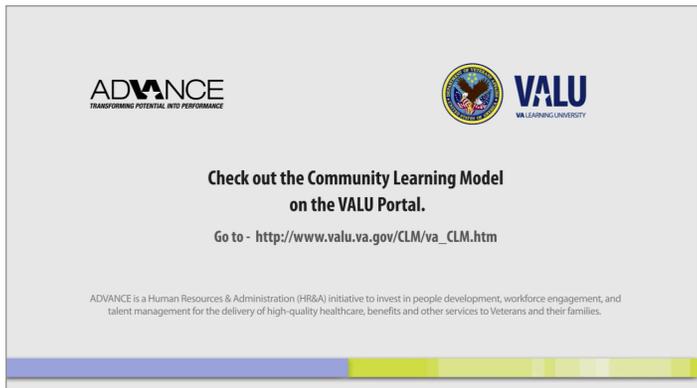
VIDEO LIVE ACTION (VALU BRANDED SAMPLE)



Lower thirds using Myriad Pro Font.

The VA VALU Lock up should always be used in the right bottom corner at 179 x 56 px. The ADVANCE logo should always be used in the left bottom corner at 140 x 31 px.

VIDEO CLOSING PAGE (VALU BRANDED SAMPLE)



VIDEO LIVE ACTION (VALU NON-BRANDED SAMPLE)



The VALU logo should be used in the right bottom corner at 105 x 60 px (40 – 60% transparency). The ADVANCE logo should be placed to the left at 140 x 31 px (40 – 60% transparency).

## VALU Requirements

The following elements should always be present:

- VALU, ADVANCE and VA Seal logos (last screen)
- ADVANCE mission statement (last screen)
- Color bar (used only if you are producing a VALU branded video – see the VALU style guide for more information)
- Use of thought-provoking imagery
- When producing a non-branded video, the main VALU logo should be used in the lower right hand corner at 105 x 60 px. The ADVANCE logo should be placed to the left of the VALU logo at 140 x 31 px. The logos should be transparent with a range of 40 – 60% according to the overall contrast of the video.

Videos must be 508 compliant with closed captioning and transcript.

Logos and graphics may be found here: <INSERT URL-NEED TO FIND THIS>. Please consult any Memoranda of Understanding (MOUs) for specific guidance, and contact the VALU strategic communications team with any questions.