

Video Production Process

The Video Production Process

With over 30 years of experience producing successful business to business video productions, you can count on Saratoga Communications to ensure a smooth and successful video production experience whether it's your first time...or any time!

The video production process is made up of multiple stages: Pre-Production, Video Production, and Post-Production. The process is always the same, whether you are producing a simple or very complex video. Let's take a look at what's involved in each stage.

Getting Started...

Pre-Production

Pre-production is the most critical stage of the video production process. This is where specific production approaches are discussed and decided on, along with the elements and resources (shoots, locations, talent, photography, etc.) that are going to be needed.

Information Gathering/Concepting

The first step is a meeting of minds between our teams to discuss your project objectives, requirements, deadlines, and to brainstorm some creative concepts.

Creative Proposal & Cost Estimate

After identifying your needs and the creative approach, we can prepare a cost estimate. Many times we will provide a range of creative options and estimates to choose from.

Script Writing

Think of your script as the blueprint for what you are building...it includes everything you want included in your video. Having a script at the beginning of the process helps provide direction throughout the production process...making shooting and editing easier and more efficient. We will work with you to either fine tune your script ideas or develop an effective script based on what you need.

Shot List Preparation

Next we identify all of the visuals that are needed to support the script. This includes talent, text callouts, photography, animations, and video shots. This storyboarding process allows us to map out exactly what we need...before any shooting begins.

Voice Talent & Onscreen Talent Selection

Using quality talent is imperative for bringing your video project to life. Whether it's onscreen talent or voice talent, we will provide you with samples of their work to watch and listen to, so you can choose the person who will best represent your company. We work with talent agencies and other talent resources to provide you with great options that will fit within your budget.

Location Scouting or Set Building

If a shoot is necessary on location or in studio, we will help you scout out the best location(s) or even build a set. Whether you need to shoot in areas of your production facility or a farm field - we will take a look and plan for shooting in those areas. If you are producing training videos or product demonstrations, we can also build a set for you to use over and over again for a professional and consistent look for all of your programs.

Producing the Elements...

Video Production

Video and audio production are the lights, camera, and action phase...especially if you are shooting on location. You can count on our highly experienced crew to capture all of your footage with creativity and attention to detail.

Videography & Photography

Following the script and shot list, we shoot what is needed using HD video. Shooting generally includes digital video/camera equipment, lighting, microphones, video/photography professionals, camera grips and a producer/director. Shoots may also include onscreen talent, teleprompters, green-screen, make-up artists, props, stunts, special effects and a variety of other services depending on the script and budget.

Voice-Over Recording

We have the experience and the talent needed to produce high-quality voice productions that express your message exactly the way you want it delivered. We will direct the talent you select to record the narration that will enhance the visuals.

Music Selection

Sound plays a strong role in setting the tone and expectation of the viewer. Music is a fundamental element that should always be used to provide an emotional identity and add impact to your video. We'll help you select music that will move your audience and is appropriate for your application.

Audio Sweetening

We make sure your audio sounds as good as your video looks with audio sweetening...which is the process of adding music, sound effects, or dialog, plus cleaning up any level, noise, or equalization problems.

The Assembly Process...

Post Production

Post production is where we start assembling all the pieces together...and adding the magic of motion graphics and special effects.

Digital Editing

Editing is much more than just sticking bits of video and audio together in a line - it's an integrated process. Our experienced editors will bring your footage to life by piecing all of the video elements to the script. Your program is carefully crafted by layering video, audio, animations, music, logos and other special effects and graphics to create impressive results.

During the first step of the editing process, our editors transfer raw footage sources to our editing system. The second step is creating the rough edit made with just the raw video set against the voice track and music. This is important because audio can establish timing, and many video edit decisions are based closely on the audio elements.

Once this is complete, this initial edit will be taken into another stage where graphics, special effects, and other design elements are added.

Motion Graphics & Special Effects

In video production, almost everything moves and develops throughout the program to make an emotional impact and hold the viewers attention. These motion graphics are what gives your program a polished, animated and interesting feel.

Examples of special effects include keys and mattes (green-screen shots of people that are superimposed over other backgrounds), star trails, flares, glints and gleams off objects or logos, image tilting, morphing...and so on.

We also will ensure that your project is designed to be consistent with your overall brand identity and integrated marketing campaigns. Saratoga Communications can create custom logo animations, 2D/3D animations, screen titles, themes and transitions to add impact to your program.

Animations

Let us bring your products to life with amazing visual effects that demonstrate how your products work using 3-D animation technology. CAD drawings are a great way to start any product animation. We can use SolidWorks and AutoCAD / Inventor files and other CAD programs with files exported as .STL format.

Final Edit, Mix and Master

In the final stages, we'll have you come in for a final review where we can make minor changes before we make the master. The final audio mix is finished to make sure the program is complete with every detail taken into consideration. The last step is to make the final "Master" of the program that can be delivered in a variety of formats, including DVD or digital file formats for the Web.

Now that we've looked at each stage in the video production process, remember that our goal is to make it as easy and worry-free for you as possible.

From your side, we rely on you for your comprehensive input and involvement during the pre-production phase, where decisions are made on the creative approach, content and budget. We can take it from there... understand you will always be part of the process, giving your feedback and approvals along the way. Your satisfaction and success is always our goal.