
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, Post-Production and Distribution. 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

- Information gathering/concepting
- Creative proposal, storyboarding and cost estimate
- Script writing
- Shot list preparation
- Voice and talent selection
- Location scouting or set building
- Client collaboration and approvals

Producing the Elements:

Video Production

- Videography and photography
- Voice-over recording
- Music selection
- Audio sweetening

Assembly Process:

Post-Production

- Putting all the pieces together...adding the MAGIC
- Digital editing
- Motion graphics and special effects
- Animations (simulations)
- Final edit, mix and master

Getting it out there:

Distribution

- Presentations for reps & distributors
- Mobile device apps
- Embed videos on your website or blog - This is an extremely valuable search engine optimization strategy, and simply great for your brand building!
- YouTube
- Social Media – Facebook, Twitter and other popular social media destinations

How Much Does Video Cost?

It Depends... Since video production is a creative and technical service completely tailored to your needs, it's almost impossible to answer the question of "how much does a video cost?"

The best way to answer your question is to meet with us to discuss what you are trying to accomplish and we can show you examples of our work so you will know what to expect for different budget levels.

Factors that Influence Cost...

Pre-Production

- Planning, meetings and conferences
- Location scouting
- Talent casting and coordination
- Scriptwriting
- Travel coordination
- Set design and coordination

Video Production & Photography

- Script blocking in preparation for shoot
- Producer/ Director
- Cameraman (single person)
- Cameraman and Technician (w/o Producer)
- Director and Cameraman
- Director, Cameraman and Technician
- 2 Cameras, Crew and Director
- Grip, Technician
- Production Assistant
- Vehicle mileage
- Travel time (per person)
- Studio/stage rental
- 3rd party stage rental
- Location fees
- Camera Dolly or Jib
- Teleprompter
- On-camera talent fee
- Talent, "extras"
- Photography
- Aerial/Drone videography

Audio Production

- Narration recording and editing
- Producer/ Director
- Narrator fees
- Music search
- Music fees / each cut (royalty free libraries)

Video Editing and Graphic Production

- Preparation of images/script for edit
- Graphic file importing and conversion
- Graphic design
- Animation, 2D (Flash, Motion, After Effects)
- Preparation of images/script for edit
- Animation, 3D (Lightwave, Maya)
- Video editing on Final Cut X system
- Producer/ Director

Translation Fees (Per Language)

- Applies to common languages
- Written translation: narration and text
- Narrator fee
- Bilingual producer
- Graphic preparation
- Audio services: recording and editing
- Video editing: apply new audio & graphics
- Reprogramming DVD/CD

Distribution

- Conversion of video to media files
- Authoring / Programming DVD
- Dubbing & misc. technical services

With Saratoga Communications you can count on us to produce a high quality program that you will be proud of. We have over 30 years of experience and work with professional equipment and a team of seasoned experts. Give us the opportunity to provide a quote for your project.

How to Prepare for your Video Shoot

Ok, you're ready to produce a video. What do you need to do on your end to prepare for the shoot so you can ensure your video will stay within budget and meet your objectives? Pre-planning can make all the difference in the ease of the shoot and the final cost.

Getting Started: Pre-Production Planning

Key Players – Line up the right decision makers and the support staff you will need for your video. Bringing them into the loop to get their input and buy-in as early as possible, as it will make your job a whole lot easier.

Scriptwriting – If you don't have an internal scriptwriter, Saratoga can write the script for you. All you need to do is provide an outline of everything you want included in the video along with any support materials relevant to the project.

Length – The optimal length for a video is...short! Depending on the type of video, viewers will stay engaged for a few minutes, so make sure your most important content is in the beginning of your program. Technical, training and case study videos tend to be longer and viewers are inclined to stay engaged because they're interested in learning about the subject matter.

Technical Expert – Depending on the type of video you are producing, you may need a technical expert on your team to provide input and be a resource to the scriptwriter. His/her role would include checking the script for accuracy and serve as the subject matter expert on the day of the shoot.

Choosing and Securing the Shooting Locations – Whether you will be shooting on location or in a studio, we will work with you to determine locations based on the script and production needs. You'll need to secure items that are unique to your business for props. This may include equipment, uniforms, company shirts, safety equipment, logo items, etc.

Preparing the "Set" – You'll want to make sure the area you will be shooting in is clean and ready, and that all items/equipment are clean, available, and in working condition. Your video production team will put the eye of scrutiny on the scene and make recommendations as well.

Legal Consultant – Some companies choose to have a legal consultant review their scripts before they go into production to avoid any potential problems.

Communicate – Once you have determined the people who need to be included and what their roles are, it's important to communicate with them as soon as possible. This will allow them to give their input and plan for their involvement. If you are shooting in a manufacturing environment, let employees know about the shoot and what to expect.

Once you have a final/approved script and the pre-planning is complete, you can move on to the next step of planning the shoot and producing the elements.

How to Prepare for your Video Shoot *(Continued)*

Planning for the Shoot

Who? – Determine who will need to be at the shoot and what their role will be...try to limit it to only those who are necessary. Be sure to include those who are the decision makers and/or have the knowledge and ability to make quick decisions. You want to keep the production process moving forward at all times.

Shoot Length – We will work with you to determine how long the shoot should take based on the number of locations and how much time is needed at each one. Keep in mind that the crew needs access to the set before and after the shoot. Depending on the shoot, the set-up and break down of the production equipment can take an hour or so on each end.

Locations – Depending on your location and/or working environment, you will need to decide how and when to shoot there. There are a few things to take into consideration:

- Can you shoot during normal operating hours with some disruption to a production/manufacturing line?
- Do you need to shoot after hours when you have the benefit of full control over the environment and complete access?

Set the Date(s) – Once you know who should be there and when they are available, you can begin the process of determining the video shoot dates. This can be a major challenge. You will need to coordinate based on the availability of the people you designated for the shoot and the shoot locations. You may also have to take into consideration having products or equipment in-house or a manufacturing line available. Once you have determined the best dates and times, notify everyone involved so they mark it on their calendars.

Video Production – At the Shoot

Saratoga has on-site monitors for you and your experts to watch as the action takes place. Look carefully at the background and props in each scene on the monitor before the action and while the camera is rolling to ensure that nothing is out of place, dirty, or looks completely wrong. If you have on-screen talent, watch and listen carefully for any errors whether it be words or actions. Your producer/director will consult with you before, during and after recording to make sure everything meets with your approval.

That's a Wrap!

After the video production is finished, it's time for the magic to happen in post-production. This is where all the elements are edited together with audio, graphics, special effects and animations to make your program come alive.