



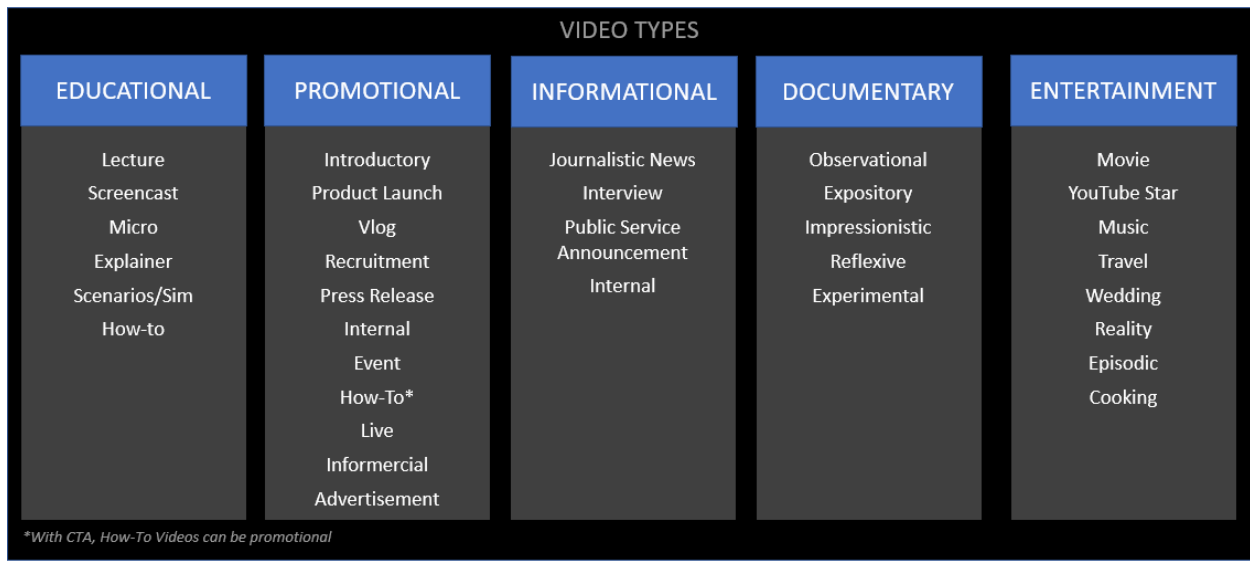
wunderland

VIDEO PRODUCTION 101

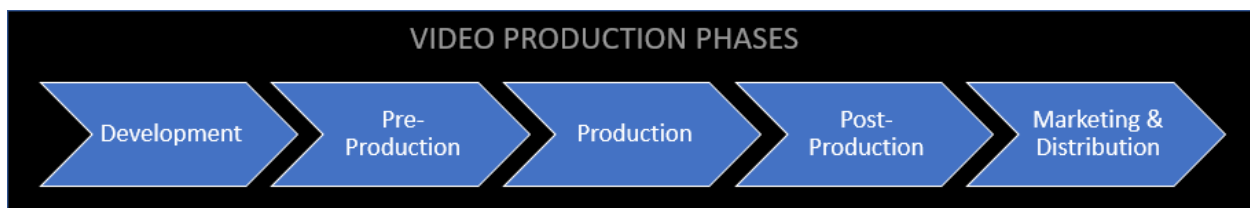
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This guide is meant to provide a basic overview of video production to help formulate a high-level plan and budget for accomplishing your video needs.

Types of Videos



Video Production Process



Phase 1: Development

The first step in our process is to discuss with the client what they want to achieve with their video and figure out how we can build upon their initial thinking.

- Here are some initial questions we often ask our clients:
- Why do you want a video?
- Who is the audience?
- What action do you want viewers to take?
- What does success for this project look like?
- Where will the video initially be published?
- What is the marketing and distribution plan?

From here, we create a development package that includes an idea, plan, timeline and budget. Once this is in place, the client approves the project, and we transition to the pre-production phase.

Phase 2: Pre-Production

This is when we do everything, we need to prepare for a successful video shoot: writing the script, creating storyboards, preparing a production schedule, auditioning talent and preparing the cast, hiring and preparing a crew, securing equipment, finding and securing locations, selecting wardrobes and so on.

It's a ton of work, and because it's not the "fun" work of rolling camera or chopping up footage, it can seem less important. But in fact, it's pivotal. This phase involves thousands of decisions that affect the success of the next three phases and the quality of the final product. It's important to spend appropriate time here and get all those decisions right.

Phase 3: Production

The main task of production (or "principal photography," if you're a film geek) is to capture the project assets. In other words, this is when you roll camera, create the animations, etc. Here is where all the time and energy spent preparing culminates into something special.

Phase 4: Post-Production

And here is where you turn something special into something final. In this phase, we edit the video; add music, audio effects and voiceover; adjust sound and color; add titles and credits; create special effects; create publicity materials; and release the project for your target audience.

Phase 5: Marketing & Distribution

Once the project is out in the world, we need people to watch it. So, we'll shift our efforts to the marketing and distribution plan our team drafted for the client back at the beginning of the process.

Source: <https://www.webershandwickwest.com/2016/08/the-five-phases-of-video/>

Methods of Creating Videos

The old maxim of “Good, Fast, Cheap – you can only pick two!” is applicable for producing videos. The good news is the consumer’s threshold of “good” has lowered significantly in the last decade. Consumers are focused more on content and authenticity than production quality which makes video a powerful and engaging medium to share your message.



There are many methods to create videos. Below is a high-level outline of the most popular options. Please note, for the methods below, we are assuming the video includes on-air talent whether that’s you or hired talent.

You will see a cost range for each production method. Please see the next section, Production/Cost Considerations, to learn about key cost drivers.

Method 1: Shoot Your Own Videos (Amateur)

Using the most visually pleasing background in your office, you can shoot a quick and “down and dirty” video yourself. The sound and lighting won’t be great, but for situations where quality isn’t important, it gets the job done. The danger, of course, is that if you use it in the wrong situations, it can damage your brand image. This style works well for social media and internal announcements.

Cost for a 2-minute video: Free (not including equipment)

Method 2: In-Office Green Screen Studio (Amateur +)

This method is the next step up from shooting a quick and easy in-office video. A video team or a producer will come to your office and set up a mini green-screen studio, complete with a video camera, lighting, and sound. You will be able to shoot videos at your leisure, and then use video editing software—we recommend Premier—to edit your videos. Keep in mind, editing green screen footage can be challenging and is not easy for a beginner.

Cost for a 2-minute video: Free. 1x studio set-up = \$2,500 + equipment

Method 3: In-Office Studio + Post-Production Effects (Semi-Pro)

For a step up, shoot video in your in-office green screen studio, and then send it out to a group like WunderLand Studio where the video will be edited and optimized. With this method, you can be in your own videos, but still have a professional produce the video for maximum effect.

Cost for a 2-minute video: \$1,000 - \$2,000. 1x studio set-up = \$2,500 + equipment; May include 1x investment to create animations that are reused (intro/outros).

Method 4: I Know a Gal... (Semi-Pro)

A videographer (non-professional) with some experience—maybe your brother-in-law, student, or a friend, etc.—who might be doing this as a hobby or part-time using a prosumer camera and editing software, may produce decent video. The results can vary greatly, however, depending on the operator's skill and available time. And the final product, while competent, usually lacks polish and is less interesting to watch than a professional video production. This type of video can be useful for video blog posts, recording events, and internal training. It's typically not high enough quality to feature prominently on your website.

Cost for a 2-minute video: Free – \$2,000

Method 5: Hire a Professional (Lower-Level Professional)

There are many self-employed video production professionals who are capable of simple, on-site location shoots (typically single camera, in-office setting) that can produce high quality from a sound, lighting, and styling perspective. This also gives you the option of b-roll style footage that can make a video more visually dynamic. This person will also be the post-production editor and can help add basic post-production visual effects to also create more viewer engagement. You will want to specify if they are creating scripts/storyboards to be sure they have that skill set. Usually for this production method, the client provides the script and formal storyboards may not be used. This style may not elicit cheers, but it won't embarrass you, either. This type of video is most appropriate for people speaking on camera in their office, profiles and simple descriptions of services.

Cost for a 2-minute video: \$4,000 – \$10,000

Method 6: Hire a Professional + Studio Rental (Mid-Level Professional)

By going to a professional video studio, all you must do is show up and talk into the camera. You don't have to worry about sound quality, lighting, and other environmental factors that can sometimes be a challenge with on-location/in-office shoots.

Cost for a 2-minute video: \$4,000 – \$10,000 + studio rental (\$500-\$1,500 for 8 hours)

Method 7: Hire an Agency / Video Production Company (Premium/Professional Video Production)

Premium video production combines talent and high-end tools. You will have a team with more experience and invests more time planning and editing, producing an end product that generates excitement and buzz. This is potentially award-winning material that tells a compelling story and really engages the viewer with a good pace that just feels right. You'll have options of teleprompters, make-up technicians, specialized lighting and sound, animations, compelling graphics and more. Invest in premium video when you want to grab people's attention, tell your company's story, produce professional well-lit interviews, present engaging case studies, market or train effectively, or make your product or service stand out in a competitive environment.

Cost for a 2-minute video: \$10,000 – \$50,000

Method 8: Hollywood

You don't have to live in Hollywood to create top-notch video. You just need money. This is video at its very best, and only large global firms are likely to be able to afford it. This level typically can incorporate extensive planning, creative concept development, well-known actors or spokespeople, a script and concept that really engages, the best production equipment such as cameras, lighting, studio rental, set design, global travel, and graphics and effects by talented designers. This will incorporate specialists for every aspect of the crew, and trucks of equipment. If you have the budget, use it for high-end advertising, viral campaigns or as a signature piece about your firm.

Cost for a 2-minute video: \$100,000 – \$1,000,000+

The categories above are arbitrary and there is gray area between each. What can often happen is that as talent and equipment improve, the same people can upgrade the category of what they provide. Because a video project is like selecting a car with many options, the price ranges for your project can be at either end of the range.

Production/Cost Considerations

As you can see, there are many different methods that can be used to produce video content. The cost differential is significant from essentially free to spending millions. Below are some of the key cost drivers to consider for your video production.

Location(s) – From in-office or studio to on-site or event-based locations, each of these has different technical set-up requirements and can present environmental challenges (noise, lighting) that increase the complexity of the shoot.

Number of Sets / Set Design – Are all videos being shot in a single place with the same set? Is the set basic like an executive office for example or is it more intricate staging like appearing as if you are broadcasting from an ESPN sports desk which requires set design and planning? Cost in terms of time is added for each set change or shoot angle required for your video.

Action Level – Are you or the talent sitting/standing stationary during the video or are you walking down a hallway or alongside a production line? The choreography and rehearsal time for even basic-action-level productions can significantly impact cost.

Creativity Level – Is the video requiring a unique creative approach that requires significant brainstorming and planning?

Message Complexity – Explaining a new financial product to a non-financial audience can take more time to develop the script and more post-production visual effects/animation to help communicate your offering.

Opportunity – Is it the space shuttle launch and you have one chance to get the footage needed? Are you filming your Ted Talk? Is it your wedding day? Each of these only happens once so multiple cameras and typically a team is needed to ensure the moment is not missed.

Travel Costs – Is your studio / talent / production / shoot location(s) all in the same place/city? If not, travel costs for a video crew

B-Roll Footage – B-roll is a term used to describe secondary footage, often used as cutaway footage, to provide context and visual interest to help tell your story. An example of b-roll footage would be filming the logo as it appears in your lobby or the front entrance of your building or someone working at their desk. Sometimes stock video can be used as b-roll footage or like the examples above, it can be custom b-roll footage. Note – not all videos require any b-roll footage to be effective.

Talent – If you are using a spokesperson or voiceover professional for your video, union versus non-union is a consideration. If you are preparing a series of videos, you will want to make sure the talent is available long-term.

Visual Effects & Animation – The style and volume of animation and visual effects can have a dramatic impact on the production cost of a video. When producing a series, cost can be reduced by creating standard animations that are used for multiple videos. A green screen production requires significant rotoscoping which can drive up the cost.