

MEDIA PRODUCTION – STAGES OF PRODUCTION

All projects go through the following stages of production, whether it's a TV news story, TV commercial, corporate video, training/educational program, documentary, mini-series, short drama, or feature-length movie.

- 1. Development**
- 2. Pre-production**
- 3. Production**
- 4. Post-production**
- 5. Distribution**

Producers move through the different stages at varying speeds depending on a range of factors, such as the project's length, complexity and format. For example, a TV commercial might go through a one week development period, two day shoot, three days in post-production, and go to air the following day; a TV news story can go through all of these stages, from concept to completion in half a day; a feature film might spend years in development, be shot over a period of months, post-produced in six months, and spend years in exhibition/distribution; a low-budget short drama can be developed over a couple of weeks, shot in a few days, and post-produced in a weekend.

Corporate videos usually have a production cycle, from idea development to delivery, of 4 – 12 weeks.

These are some general things you need to do for most projects. Planning is important at all stages. Development and pre-production is where your concentration should lie as it is easier to change the line on a page at script stage than have to reshoot a scene because you got some information wrong!

I. Development	<ul style="list-style-type: none"> generate ideas/concept do research target your audience develop a story into a script take script through various drafts to final draft develop visual ideas recruit key creatives (crew, presenters, cast, etc) find finance and/or get approval
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<p>2. Pre-production</p>	<p>create an overall production schedule and budget recruit technical crew & remainder of cast (e.g. extras) hold production meetings design production – construct sets, organize set dressing, make/buy/ borrow costumes and props, select appropriate hair/make-up design select locations go on location to take note of rooms, power, parking etc = ‘reccies’, prepare shooting script, storyboards, shotlists, floor plans, lighting and blocking plots, etc – whatever will make your shoot easier organize location permissions, contracts, agreements book/hire equipment create a shooting schedule, prepare and issue call sheets order/purchase stock (video tapes, sound stock, film, etc) organize transport, catering, etc department walk-throughs dress and light the set, place cameras hold technical and dress rehearsals</p>
<p>3. Production</p>	<p>shoot the program! record all location/studio scenes outlined in the script try to stick to the shooting schedule and stay within budget use the script, storyboard and shot list, but take advantage of exciting opportunities and shoot extra material (don’t forget cutaways) complete paperwork, such as continuity sheets, to make editing easier</p>
<p>4. Post-production</p>	<p>view your rushes/dailies – familiarize yourself with your footage use time-code to log your footage off-line edit – rough cut screening with clients etc produce titles, sub-titles, graphics, special effects, and end credits on-line edit – fine cut screening with clients etc effects, titles and end credits, to create a master sound mix – do tracklaying (lay dialogue, voice-overs, narration, fx, music, atmos tracks, etc), and mix sign-off from your master duplicate to CD / DVD or to the web</p>
<p>5. Distribution</p>	<p>deliver to audience with appropriate medium gain feedback of its usage and acceptance debrief with team as to the process and overall success prepare for the next one</p>