

video planning



WHAT –

Big picture: **what** do you want your videos to convey? If it is a warm, welcoming, encouraging spirit of support, then all your ensuing choices should follow suit.

Next step: identify **what** particular portions of your online orientation should include video messages or information.

WHO –

Once you have your list of videos to shoot, give thought to **who** should be featured. We strongly encourage schools to present a diversity of speakers who are representative of your campus.

And, whether they are students, staff or faculty, try to choose presenters who embody the qualities you identified in the previous step. (Warm, welcoming and encouraging!)

WHERE –

Location, location, location. The video team will help you choose locations that offer optimal lighting and sound conditions, but give thought to iconic campus landmarks and begin a list of potential places to film. Again, a diversity of backgrounds and environments will keep viewers engaged.

Bear in mind that fluorescent lighting almost always makes people look unhealthy. It's not always possible to shoot outdoors, but natural lighting (and more interesting backgrounds) are much more desirable.

WHEN –

The film crew will only be on campus for a day or two (depending of course on how many videos your online orientation will feature), so it's vital to ensure all your presenters are available during that period. We'll help you with scheduling the shoots, but start thinking about **when** it would be ideal for filming to take place.

(Once we begin planning, your **ROADMAP** will include a timeline for all aspects of pre-production, production and post-production.)

HOW –

When it comes to writing the scripts for each presenter, we can definitely help. But, because you know your school (the people, the programs, the resources) so much better than we ever will – we'll rely on you for guidance regarding key messages.

We can also produce videos in a variety of formats. Speakers can read a script from a teleprompter, speak extemporaneously from talking points, or respond to interview questions. (See our **SCRIPT WRITING** document for more.)

video timeline



Creating quality videos takes time, talent and tools. Though you can shoot and post a video with your phone in no time, experts invest at least 20 hours of skilled labor to create each minute of quality video.

WEEKS 1 & 2 – Scheduling, story-boarding, shotlists, script-writing, location planning, logistics, casting calls & selection

WEEK 3 – On-campus filming

WEEKS 4 & 5 – Editing, color-correction, voice-overs, subtitles, closed captioning, translation, licensed music tracks

WEEK 6 – Review all videos and provide feedback; revisions. (We utilize a custom online screening room, which eliminates lengthy email chains and captures every contributor's comments.)

WEEK 7 & 8 – Final edits and closed captioning completed and submitted to your Comevo Go-Live Coordinator – ready to Launch!