

INTRODUCTION

Do you want to produce a video that delivers impact?

Is it your goal to effectively reach your target audience, to create an influential sales, training or marketing tool?

With a thoughtful and organized plan in place, producing a video can be a fascinating, complex and enjoyable experience. The professional production company and corporate client team collaborate on all concept, development and delivery phases to achieve success. Your outcome represents a professional marketing, sales or training product that delivers an exceptional return on your valued investment.

Clients may be unsure about the video production process, where to begin and what steps to take to finish the project. It is very important to target a key message to assure that the video works successfully for you and creates the desired response from your audience.

If you are unsure about where to begin or what questions to ask, this guide is designed to relieve anxieties and eliminate confusion that you may experience about creating your own corporate video.

You have taken an important step – learning about the video process.

SUMMARY

The three stages...

These are the key phases of video production.

1. **PRE-PRODUCTION.** Planning and coordination for the project, includes choosing and researching your videographers and production crews, scouting a location, developing an outline, and scriptwriting revisions. Successful video production represents 99% planning and 1% production.
2. **PRODUCTION.** Actual videotaping (either on location or in our studio); recording of narration and soundtracks; the development of graphics and animated segments.
3. **POST-PRODUCTION.** All editing, audio mixing, inserting titles and special effects; may also include duplication, packaging design and fulfillment.

Before beginning your project...

We ask that one person in your organization serve as the “yes/no person” for the duration of the production. This individual should have the authority for final approval of each step in the process related to content. If the program involves various segments with *specialized* content, we ask that you also designate one person as the “subject matter specialist” for each area to be covered.

PRE-PRODUCTION

Preliminary Estimate/Bid

After one or two meetings with a client, we provide a preliminary budget estimate. Once details of the project are determined, we prepare a quotation to include:

- Number of locations and production days
- Equipment requirements
- Travel and expenses
- Special effects and graphics
- Editing requirements
- Talent narration.

Video production is a highly complicated process, subject to delays and challenges that often cannot be foreseen. As applicable, we include contingencies in the budgets. If so, we advise you when we submit our bid. For a very complex production, the final budget may not be submitted until completion of the script.

Scriptwriting/Script Consultation

Like blueprints for a new home or building, a strong script for your video project is imperative and invaluable. Without a carefully designed script, costs can easily escalate, impacting your overall outcome and effectiveness.

The script represents much more than the narrator's lines. This content plots out all visuals, contains the creative elements that will hold the audience's attention and serves as a master plan for all production work.

Scriptwriting for video or TV reflects a specialized form of writing and differs from a radio or slide show script. Visuals – *not words* – carry the message most strongly in video. Research studies indicate that people learn most from – and more importantly *remember* – what they see.

If you choose to write your own video script, we offer script consultation or script editing and provide suggestions on how to write effectively for video. If you would like us to develop the entire script, the stages include:

- 1. PREPARATIONS: Research, using printed information, site visits, and interviews with technical advisors, employees and perhaps customers.**
- 2. TREATMENT: A condensed version of the script that describes (in your general way) what will be seen and heard. This content is subject to your approval.**
- 3. ROUGH SCRIPT: A draft that will let you know – in detail – how the finished show will look and feel.**
- 4. FINAL SCRIPT: Revisions from the rough scripts to be approved before actual production begins.**

PRODUCTION

Videotaping

Following final script approval, we develop a production schedule with you that details arrival times at all taping locations and the names of individuals to be taped. Clients are often surprised to discover how much time is involved in setting up a scene. We believe that good productions are the result of craftsmanship. Rushing a project usually detracts from the desired results.

We ask for your patience as we setup our strange-looking equipment, check audio and video levels and shoot a scene from several angles. Because we understand that being on camera can be an unnerving experience, we do our best to help you and your employees relax in front of the camera.

Graphics, Animation

We bring the expertise to develop high-quality logo treatments, computerized titles, animated segments and additional features. Our staff prepares these components using state of the art digital equipment.

POST PRODUCTION

Time Codes

Before raw footage can be edited into final form, the tape must be logged (indexed) and a rough draft or outline developed. We provide time-coded copies of your masters. You can pick and choose the scenes to keep, enhancing the editing process later. You will also select the exact placement of music and narration or a combination of the two along with general “pacing” of the production.

If time does not allow, or if our editors have been given “creative license” to develop a rough-cut on our own, you may opt to skip this step of the process.

On-line Editing

Most video productions are created using a combination of digital equipment for tapeless editing. We will prepare a rough cut for you prior to mastering, so that changes can easily be made in our computers. Generally, clients must approve a proof copy or “rough cut” prior to the final edit. This process often includes several steps of revising, fine-tuning and

polishing. When the project has been approved and no additional changes are required, the project is transferred from the computer to a digital master.

We base your production quote and proposal on the unique circumstances and editing requirements of your individualized project.

Duplication

From one copy to one thousand, we fulfill all of your DVD, VHS and CD duplication needs. Your production quote may include a number of copies at no charge, and/or copies at a reduced rate. Volume duplication orders may be quoted separately.

Recorded utilizing professional equipment for best results, all copies are fully guaranteed.

The Corporate Connection

We maintain an extensive Master Tape Storage Library for your convenience and ordering ease. If you choose our Corporate Video Connection option at no additional charge, we retain your Master Video on file in our library. Simply call or fax an order to us. We produce copies and deliver or ship them to you within 48 hours.

Packaging

We offer a variety of packaging options, including logo and artwork scanning, full-color labels and sleeve inserts along with a graphic design department. Contact us to discuss your unique packaging needs or to request samples.

Fulfillment

In addition to duplication and packaging services, we provide complete fulfillment services, including shrink wrapping, order processing via our 800 line and drop shipping.

If you have any questions about the video production process, please call us at 616-454-2002 or toll free at 800-987-5491. We are happy to clarify any points you wish to discuss. Thank you for the opportunity to serve you.

Nicole Yankee
President

Great Lakes Video Services at a glance...

AWARDED

*****Winner, 2006 VIDEOGRAPHER AWARD OF DISTINCTION**
Documentary, Moving on From 9/11

*****Winner, 2006 VIDEOGRAPHER HONORABLE MENTION**
Editing, Heule Gordon

*****Winner, 2003 VIDEOGRAPHER AWARD OF DISTINCTION**
Promotional Video, Easy Pro

*****Winner, 2003 VIDEOGRAPHER AWARD OF EXCELLENCE**
Children's Programming, All Smiles Video

*****Winner, 2002 VIDEOGRAPHER AWARD OF DISTINCTION**
Special Events, The Bronkema Halloween House

*****Winner, 2001 THE COMMUNICATOR AWARD**
Best Corporate Video, The Telego Group

*****Winner, 2001 VIDEOGRAPHER AWARD OF DISTINCTION**
Best Training Video, Michigan Instruments

A complete list of awards available by request.

MEMBERSHIPS

Advisory Board Member, THE VIDEO BUSINESS ADVISOR, 2004-2008

Current Clients (Corporate – Partial List)

WZZM TV 13

U.S. Postal Service

Grand Rapids Public Library

Right to Life

Steelcase

Vos Glass

Fifth Third Bank

USA Wealth

Grand Rapids Press

Northwind Financial

Grand Rapids Community College

DeVos Urban Leadership

Oliver Products

Gill Staffing

Miracle Match

National Relief Network