**Richard Crispo**

**Director of Video Content Strategies**

The Director of Visual Content Strategies serves the University by coming up with ideas for videos and creating stories that touch the hearts and minds of people.

**The process of doing a video**

**The Beginning – ideation**

This is where I ask the “Why” Why do you want to do a video?

Why would people want to watch your video?

To answer the “Why” a video must have an idea. An idea gives people a reason to why they just watched your video. Answering the “Why” will also get you the results you are looking from people viewing your video.

Part of my job is to come up with an idea or ideas why someone would watch your video.

If there is no reason “Why” then there is no reason “Why” this video needs to be made.

**Pre – Production – Logistics**

This is the part of my video process where I’m figuring out

* Scheduling & Planning
* Talent
* Location
* Wardrobe
* Script approvals
* Equipment for the filming – Example – lighting – sound - teleprompter

Most of the time this is where I can use the help.

**Production – The day of the filming – Three Parts**

This is the money part. If I have done my pre-production well this part usually goes well depending on the talent showing up on time. This is just one part of the production day. The actual part is making sure I have the right equipment for this particular video production. If I do, then the next step happens which is loading in the equipment. Once everything is set-up, I am ready to start filming.

Here is the step that I am most concerned about is the filming.

**Part two of the Production**

This all depends on:

* Camera battery charged and lens is clean
* Memory card is loaded and re-formatted
* Tri-pod and camera mounts ready to go
* Sound equipment ready and in some cases charged
* Light package ready
* Teleprompter package
* Have talent sign release forms

**Part two of the Production**

This is the actual operation of running all of the equipment.

These are the job responsibilities:

* Grip - Me
* Camera operator – Me
* Sound operator – Me
* Director - Me
* Lighting – Me

**Part three of the Production Process**

When the filming is done what happens next?

Here is the process:

* Break down camera set up
* Break down sound set up
* Break down lighting set up
* Pack all equipment to transport to load out
* Store all equipment
* Upload footage shot for the day from the memory card
* Check footage of the day
* Upload the footage in the job folder

**Post-Production – 3 Parts**

Here is where all of the pre and post production comes together to make a video.

Here are the steps:

* Assign a job number to this video production – this happens in the beginning, but it come into a job, folder and file organization here.
* In each folder make sub folder for each video file.
* I.e. President Davenport Farewell video Job# 2105111V – Folder
* Sub-Folder – Tribute videos, President Davenport footage, President Davenport stills, Campus footage, events with President Davenport etc.
* Open a new project in Premier Pro – once the file is made load in all of the files in bins
* Recording a scratch track to edit

**Part Two Editing**

* Review fall footage to find the select scenes to go into your timeline edit
* Edit each sect scene to create a rough-cut of the video story
* Enter in effects for each scene in you video
* Make title, captions, supers – search for music track
* and add logos to the rough-cut edit
* Send to rough-cut for approvals or changes
* Once the first stage of video approvals has been made make final adjustments to the edit, sound, effects and color correct each scene
* Send in for second round of approvals – record final V.O. track
* Make last adjustments and make final rendering to publish

**Part – Three wrapping the job**

* The part often over looked and is a necessary step in completing a video job.
* This is the part where you can reference footage in the past to reuse. A video can be repurposed.
* The Premier final approved edit is filed in the job folder with the assigned job number
* The file is then placed in a folder marked by the year it was created
* Any miscellaneous files are put into a folder of that job.

**Video final video published**