

The Three-Phase Approach to Video Production

Think you need a video, but aren't sure of what that really entails? The video industry uses a 3-phase approach to video production: pre-production, production and post-production.

Phase 1: Pre-production

Pre-production can be thought of as the problem-solving stage. That is, specifically identifying and delineating why you believe you need a video in the first place. What problem will the video help to solve?

Activities associated with the pre-production phase include: research, analysis, message design, instructional design, and development of the project rationale.

Answering the questions in the Client Pre-production Checklist will help you get started in the pre-production phase.

Phase 2: Production

The production phase is the identification and creation of all the individual elements that will be seen and heard in the video. Each element is motivated by the research and analysis done during the pre-production phase.

These elements, known as media assets, include items such as graphics, photography, animation, music, sound effects, narration, and video footage.

Activities associated with the production phase include: development of the project concept (treatment), scripting, storyboarding, budgeting, scheduling, talent auditions, shooting, and recording.

Phase 3: Post-Production

Finally, the post-production stage takes all of the different elements created in the production phase and brings them together, literally! This process of assembling the media assets to form the final video is known as editing.

Video Production Pyramid

It may be helpful to visualize the 3-phase approach to video production as a production pyramid:

