

**C&M video production services include a variety of tasks, from problem identification to outsourcing:**

- problem identification and analysis
- message design (problem solution)
- concept development (treatment)
- scripting
- media production
  - audio
  - video
  - graphics/animation
  - narration
  - producing/directing
  - analog/digital media format conversion
  - audio and video editing (analog and digital)
  - production outsourcing consultation
  - outsourced-production liaison

**Problem identification and analysis**

To create a media product (e.g. a video, brochure, or PowerPoint presentation) which is effective and interesting, one needs to be very specific about what one is trying to accomplish and why.

After an intensive review and scrutiny of the prospective client's project rationale, the problem or challenge to be solved can be clearly articulated and its probable genesis identified. Once the problem and its origin are identified and analyzed, a specific solution (ie. the message) can be generated.

**Problem solution/message design**

Solving a problem using media is known as message design. This activity results in establishing the framework for an effective and engaging media product expressly designed to solve the communications problem or challenge at hand. It explicitly delineates the solution in terms of specific goals and objectives to be met by the yet-to-be-created media product or campaign.

**Concept/treatment development**

Writing a treatment or project concept involves the development of a comprehensive explanation (narrative and storyboard) of your video—the 'creative' which describes what the final media product would look, sound, and feel like if, in fact, it was to be produced. Though extremely creative in nature, the concept/treatment is, in fact, based upon *thorough* problem identification, *sound* problem analysis, and *rational* solutions for the identified problem.

## **Scripting**

Scripting is the writing of all draft and final scripts. The script is the unique recipe used to build your media product. It is used to generate the budget, timeline, and actual construction of the media product. The script is considered the turning point of the production process, the point at which changes in approach become more expensive and difficult to achieve.

## **Media production**

Media production is the act of producing and directing the development of the media product. It involves, but is not limited to, activities integral to acquiring media assets: the auditioning and selection of appropriate talent and music, art direction, lighting direction, camera direction, graphic development, coordinating crew, talent, and facilities availability, quality control, troubleshooting, and problem-solving. Basically, 'production' is the vision, leadership, and coordination involved in acquiring all of the 'pieces-parts' to be used in creating the final media product.

## **Audio and video editing**

Editing can be thought of as the business of coordinating, organizing, directing, and editing the actual, final media product. Editing includes facilitating/resolving digital:analog or analog:digital asset conversions, transfers, as well as format compatibility issues, adherence to the project rationale/treatment and script, the ability to recognize and take advantage of non-delineated creative opportunities as they arise, and strict adherence to exacting professional standards and broadcast specifications—all to ensure product quality and client satisfaction.

## **Production outsourcing consultant**

The video production unit can facilitate the identification and selection of potential production vendors for your video project should you opt to have the work done off-campus. We will help you, the client, write, fine tune, and re-write the project's rationale before you meet with prospective vendors. We can also prep you in what to ask for, look for in, and expect from, vendor presentations. In short, the video production unit can aid in the process of interviewing and selecting the off-campus production vendor most appropriate for your project by interpreting vendor experience, work quality, technical capability, estimated cost, and projected project turn-around.

## **Outsourced-production liaison**

Should you choose the services of an off-campus vendor for your media production needs, you can opt to utilize the video production unit's resident knowledge, skill, and expertise in professional video production to interpret and act upon the constant technical considerations which arise when contracting outside production services.