

10 Things You Should Ask Your Video Producer Before Production Begins

- 1. *Do you shoot your video footage in standard or high definition?***

Not long ago, high definition (widescreen) video cameras were a luxury that only large production companies could afford to use. Today, however, the technology has advanced to the point where high definition videography is used by most professionals. The difference in quality between standard and high definition is remarkable. If you want your video to look professional, insist that it be shot in high definition!
- 2. *Can you provide me with a high-quality version of my video that can be viewed on the web?***

The number of videos on the web is astounding! Families often share home video clips on social media sites, and businesses are now relying heavily on web video to reach customers all over the world. While picture quality isn't critical for home videos, it is for business-oriented videos. If a potential customer sees a low-quality video, they will assume the business is low-quality too. That's why it's important for you to be sure your producer can provide you with a high-quality version of your video for the web.
- 3. *How long should my finished video be?***

The length of your video depends primarily on its purpose. Commercials are usually 30 to 60 seconds long. In-depth promotional videos should last no more than seven minutes, while training and instructional videos may last much longer. Talk to your producer to determine how much time will be needed for your video to accomplish its goal.
- 4. *Who will write the script for my video?***

Ideally, the script should be a collaboration between you and the producer. On the one hand, you know your business better than anyone. On the other hand, your producer should be an experienced writer who knows how to craft a script that will communicate your message effectively. Therefore, it will be important for you to provide your producer with the key points you want to make in the video so he or she can then pull it all together for you in a logical and meaningful way.
- 5. *Will you create a storyboard of the video and review it with me?***

A storyboard is a graphic organizer that represents the flow of scenes in your video. Each panel shows the various elements that will be used in the scene, such as narration, video clips, graphics, sound effects, and music. Essentially, a good storyboard is like a roadmap, and no production should be without one.
- 6. *For interviews, do you use a lavalier microphone or a microphone that's built into the camera?***

Good audio is at least as important as good video in any production. No matter how beautiful video shots may be, if the audio is bad your viewer will not watch it. While most on-camera microphones are good at picking up ambient sound, they simply cannot deliver the kind of audio recording necessary for interviews. Instead, your producer should use a lavalier microphone that clips onto the tie, shirt or jacket of the subject. The microphones are hardly noticeable and are great at picking up the speaker's voice while minimizing other sounds in the room.

7. ***Do you use non-copyrighted music, graphics, and video clips in your productions?***

Using copyrighted elements within your video production can be quite expensive for two reasons. First, artists usually demand a lot of money for the right to use their work. Second, if you use copyrighted material without permission, then the legal fees can be quite costly for you! Fortunately, there are many sources of non-copyrighted materials available that are designed for use in video productions. Your producer should have a well-stocked library on hand.

8. ***Will I be able to review the video and request changes before the editing is complete?***

For your video to be most effective, it should reflect your vision, style, and purpose. Therefore, your producer should collaborate with you throughout the entire process to ensure that what he or she is creating is doing just that.

9. ***Can you digitally archive my video project once it's complete?***

Because video productions consume a very large amount of computer space, producers typically remove them from their system once a project is complete. However, some producers may offer to digitally archive your project by transferring it to an external hard drive so that it can be updated later if necessary.

10. ***Who holds the copyright to the video once it's complete?***

U.S. copyright law states that the creators of original works automatically hold the copyright to the work, and this includes video productions. However, in certain situations the producer may assign the copyright to the client. All copyright agreements should be explicitly stated in your contract.

If you're interested in a video production of your own, please feel free to call and ask us these questions and more! At Morrison Video Productions, we specialize in helping companies to communicate their unique selling proposition through video. Call us today for a free, no obligation estimate!

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