VIDEO PRODUCTION 101











Delivering the Message

Antonio Manriquez & Thomas McCluskey

VIDEO PRODUCTION 101

Delivering the Message

Antonio Manriquez & Thomas McCluskey

Video Production 101: Delivering the Message

Table of Contents

Contents

Introduction

CHAPTER 1 Message and Medium

What Is Video Production?

Getting Started: What Do We Need?

The Poetry of Content Creation

Jobs and Crew Positions

Production Workflow: The Three Ps

The Shot: Composing for Meaning

Shooting to Edit

Tools of the Content Creator: Symbols, Clues, and Twists

Postproduction: Putting It All Together Sample Project: Ten-Shot Self-Portrait Words to Live by: Terms and Jargon

CHAPTER 2 Investigation and Exploration

The History of Motion Pictures

Before the Beginning: The Agenda of the Creator

Research Equals Validity

Giving Them the Treatment

Screenplay and Format

Know Your Rights: Copyright



Table of Contents

Soundtrack and Score

Postproduction: Making It Better

Sample Project: Public Service Announcement

Words to Live by: Terms and Jargon

CHAPTER 3 Vision and Voice

Developing the Idea

Stepping Up to the Plate: The Pitch

Get It on Paper

Fundamentals of Cameras and Camerawork

Is This Thing On? Recording a Voiceover

Sample Project: Visual Poem

Words to Live by: Terms and Jargon

CHAPTER 4 Design and Execution

Casting a Wide Net

Boom! Production Audio

Production Design and Art Department

That Look of Film

Lighting for Narrative

Postproduction: Were Gonna Need a Montage

Sample Project: The Interrogation

Words to Live by: Terms and Jargon

CHAPTER 5 Authenticity and professionalism

The Professional World

The Interview

Shooting with Multiple Cameras

Lighting an Interview



Table of Contents

Postproduction: Were Not Done Yet?

Sample Project: Nonprofit Promotional Video

Words to Live by: Terms and Jargon

CHAPTER 6 delivering the Message

The World of Nonfiction Filmmaking

Objectivity and Subjectivity: Stranger Than Fiction

Developing a Theme: Nonfiction

Crew Positions: Nonfiction

Postproduction: A Project Is Never Finished Only Abandoned

Résumé and Portfolio Development

Sample Project: Documentary

Words to Live by: Terms and Jargon

APPENDIX A: Additional Resources We Like

Books and Magazines

Gear

Apps and Applications

Websites

User Groups and Networking Organizations

Student Contests and Festivals

APPENDIX B: Glossary

Creative Commons Photo Credits

Index

