# VA UX Guide Video Production Process

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## Preproduction

1. **Identify audience and goals.**
2. **Define topic, learning objectives,** and **scope** (will this be a one-off video or part of a series?).
3. **Research and decide on video style** (how-to, explainer, etc.).
   1. The goals and learning objectives can help inform what the best style for the video will be.
4. **Identify talent, resources, and locations**.
   1. Who will be on screen or narrate? Where will the video be filmed? Will animation be needed?
5. **Draft script** using the script template (see below).
6. **Get expert to review script**.
7. **Revise script**.
   1. May need up to 2 rounds of review/revision.
8. **Storyboard script**.
   1. Include descriptions of visuals that will go with the audio.
   2. Determine the order in which the scenes will be shot.

## Production

1. **Film video** based on approved script/storyboard. **Record primary audio**. **Develop animations** if needed.
   1. Record ambient audio, if appropriate.
   2. Coordinate between animator and audio recording, if appropriate.
2. **Edit video** to improve flow of story and include any graphics.
   1. Add music and other audio as needed.
3. **Revise edit** as needed based on feedback.
4. **Prepare video for web distribution** (will depend on platform).
   1. Caption the video.

## Sample Script Template

# Title

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Story Element | Time Code | Visual | Audio | Notes |
|  |  |  |  |  |
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