# VA UX Guide Video Production Process

Version 1.0

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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. **Decide on style** (how-to, explainer, etc.). The goals and learning objectives can help inform what the best style for the video will be.
4. **Identify talent, resources, and locations**. 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**.
8. **Storyboard script**. Include descriptions of visuals that will go with the audio.

## Production

1. **Film video** based on approved script/storyboard. **Develop animations** if needed.
2. **Edit video** to improve flow of story and include any graphics. Add music and other audio as needed.
3. **Prepare video for web distribution** (will depend on platform).

## Sample Script Template

# Title

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