

3 Main Stages in Video Production **(Just in case you ever wonder)**

Pre-production

Pre-production involves the game plan in creating videos. Brands come up with their video goals and from there make decisions that align with it. After deciding the goals, brands are able to generate ideas and decide what kind of videos to create. Brands will also need to build their script and storyboard at this stage, so that brands can visualise the video outcome. The project timeline and budget are also determined here as they affect the resources, whether its talents, production team, equipment, props and location. The more planning, the better as it helps to ensure efficiency during the execution.

Production

Now that planning is done, the execution comes next. Executing production is the most crucial step in any video making process as this is when the vision comes to life. It involves various factors that need to be in harmony in order for the film to turn out great. This is when the cameras, lightings, audio recordings, talents, props, and others are set up at a location in order to start shooting.



Post-production

What usually happens here is the raw footage gathered from the production stage is edited using certain softwares. Post-production for videos may include footage categorizing, editing, colour grading, overlaying, effects, sound engineering and more. This stage is time-consuming which is why it is important to allocate an appropriate amount of time for post-production.



References:

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Written by Alysha Yusoff