

Where it all Begins

"Here's an idea, when telling a story, have a point. It make it so much more enjoyable for the listener."
- Steve Martin

What is your purpose?

Entertain? Inform? Move people to action? Promote? Praise?

Who is your audience?

Be specific! Age? Gender? Neighborhood? Enthusiasts? Peers?

How much information do you want to present?

Evaluate your list. Is there more than enough for a single program or too little for a series?

Pre Production Planning

1. Get an idea
2. Determine what you have to say and show to communicate the idea.
3. Verify that you can say and show everything you need to communicate the idea.
4. Schedule the components of your program.
5. Pick a program format.

List specific items you need to communicate the point.

1. Questions to answer (Informative program)
2. Steps to take (How-To program)
3. Discussion topics (Entertainment program)

List the dependencies for each item

1. People (Who needs to be on camera to answer the question, show each step, add to the action?)
2. Places (Where can you shoot this?)
3. Diagrams / visual aids (Would an actual object or diagram be a better way to communicate the idea?)

Estimate how long it will take to do each item.

1. How long to answer each question?
2. How long to demonstrate each step of the technique?
3. How long to discuss the topic?

Map it out

Share the vision, make sure you get to the point, identify the possibilities, determine the rhythm for your audience, determine the similarities in each episode of the series.

The Storyboard as your working blueprint (Storyboard handout)

1. Show the progression of the program from beginning to end.
2. Write out graphic titles
3. Draw stick figures depicting the camera angle
4. Indicate need for 'filler shots' for narration's.
5. Indicate use of music or sound effects.
6. Describe transitions from scene to scene.
7. Schedule scenes by location requirements, people needed, etc.

Location Location Location (Site Survey)

1. Space and place can set or kill the mood.
2. Power sources need to be accessible to equipment that needs power.
3. The phrase is "LIGHTS, camera, action!" in that order, for a reason. Identify all light sources.
4. Cameras and operators need space too. Identify barriers to your desired shot.
5. Ask whom ever is in charge of the space before you rearrange to suite your needs.
6. Audio is 70% of video. Identify sounds you can't control.
7. Equipment can become heavy! Evaluate location accessibility, identify loading and unloading places, elevators, etc.
8. Additional preparation/ staging spaces should be reviewed if needed.

Darling, You Look Marvelous! (Tips for On-Camera Talent)

1. Relaxed, confident people are easier to believe.
2. The camera's role in fashion for TV. Technology limits the visual experience.
3. Message v.s. image. What is more important to your audience?

Now you need a camera. (Take another workshop or find a crew)

1. Save time by following the storyboard.
2. Roll tape before the shot you actually need. "Lights, CAMERA, Action"
3. Each part adds to the final program.

Edit the program if necessary.