



You don't need to be intimidated by video production. It doesn't need to be outrageously expensive or super complicated...

How to Guarantee That The Video Production Company You Choose Gives You Exactly What You Want... At Exactly the Price You Are Willing to Pay.

Read this report to learn the 7 things you must know before you hire a video production company.

As technology keeps making the world smaller, it seems like communicating with your customers, vendors, employee's - even your family - can be a challenge. Yet, over the last 60 years, nothing has shaped our opinions or affected our lives as much as television. Today, television is just one *distribution medium* for supplying video programming. The Internet, cellular phones, and other handheld devices are others. And, as technology keeps pushing us further and further into the information age, more and more distribution media will allow us to distribute our video programs, or otherwise communicate, in more creative, effective and efficient ways.

As telephone's, PC's, TV's and other devices merge we'll all become more dependent on video in its many forms and mastering the art of video communication will become even more important to people like you who want to succeed in the 21st century.

The sooner you master the art of video production, the better prepared you'll be for the challenges we'll all soon face.

Along with the benefits of choosing video as your preferred method of communication, you face several risks. Video Production is a very competitive business. Technology is moving at a dizzying pace. It allows video professionals to do a lot more than they used to be able to do in a lot less time... and for a lot less money. It allows video producers to own equipment that a few years ago they could only dream about working with.

The downside of this technology trend is that the barriers of entry into the video production business have been lowered. As a result, more and more people are buying equipment, printing business cards and calling themselves production companies. Unfortunately, many of these companies are not qualified to serve people like you. So how do you choose a video production company?

Preparation and knowledge are everything in video production.

There are three main phases of video production and several parts of each phase. I haven't described every specific service here. You may not need all of these services for your project or you may need some not listed here. But, if you are creating a video from scratch, these are the general steps you should be ready to take.

Phase 1 - Pre-Production

Consultations

In a series of meetings between a qualified Producer from the production company and key representatives of your organization a creative approach for your video should be defined and agreed upon. Then, costs should be quoted by the production company and deadlines set.

Scripting

The most important part of the pre-production process is the script. Script writing for TV is different than writing print copy and serves as a plan for the actual production work. Your writer should have experience writing the type of video you are making. Your writer should write and rewrite drafts of the script, complete with detailed audio and video notes, until you are satisfied with the script's content and understand how your video will look and sound when it is completed.

Locations

Your production company should offer several location options for shooting. You may want to consider a studio space designed specifically for video production. If you have already picked a location, your production company should have a solid understanding of how to evaluate a location. There are several things that need to be considered. These are just a few: Accessibility, power supply, noise, acoustics, existing lighting, windows, light-ability, ventilation, etc. Many companies do not take the time to find a good location for taping. This can lead to uncomfortable working conditions for both you, your talent, and the crew; poor audio or video quality; extended work days due to spatial inefficiency; increased time in post production or any one of several other location related problems.

Casting

If you are using on-camera talent for your video or if you are going to use a narrator, your production company should have access to a wide variety of actors and voice specialists for you to choose from. If you need to see or hear demo tapes, they should be provided to you by the production company.

Rehearsals

Your actors and voice people should have copies of your script well ahead of their performance dates. Talent should be well rehearsed before they are asked to perform. Rehearsals can cut production time by as much as 50%. This can mean huge cost savings for you.

Phase II - Production

Shooting

Your production company should assign a qualified video crew to tape and record all required materials outlined in the video and audio portions of the script. Make sure the crew assigned to your project has a history of working together and finishing jobs on time.

Phase III - Post-Production

Editing

With today's non-linear editing systems (computer based editing) most production companies are able to combine what was once two separate processes: Off-line editing and On-line editing. Off-line editing involved creating a rough cut of your finished project. The purpose of this first cut was to make decisions on timing, scene sequence and shot selection. The rough cut might not contain music, audio sweetening, or fancy effects. In the past this was done using simpler pieces of equipment or less sophisticated technology. Once the off-line edit was complete you'd move into the more expensive on-line edit suite with all its bells and whistles. The On-line edit, or the final video, would contain all of these things and any other visual specifications that were outlined in the script. In some cases these steps are still employed but for the most part, with today's computer based editing, production companies can skip the off-line process and create something much closer to a final version (if not the final version) while retaining the flexibility of easily making changes. This saves time and loads of money.

Phase IV - Duplication or Replication

Package Design

Your project may not warrant special packaging for your DVD. A simple case with label may suffice. However, if you need a cover designed for your DVD, your production company should either be able to perform this service for you or refer you to someone who can. A quick note: If you are going to have a jacket designed, you may need still photographs taken during the shoot. Make sure your production company can handle this for you.

Duplication

It used to be VHS tape (remember those?) was your only choice for distribution to a general audience but currently DVD is king. They're relatively cheap to manufacture in quantity – even with full-color packaging. The production company you choose should be able to deliver as many DVD's or Blu-ray Discs you require AND provide you with a high quality, properly encoded file for use on your web site. Ditto if you need it for a Power Point or other presentation. You may even need to have your finished piece broadcast on television in which case the your production company should be able to provide the broadcaster with the materials they require.

All of this may sound like quite a bit of work, and it is. But a qualified company like Aperture

Studios can put a 10 minute promotional video together for you from scratch in as little as 14 days if you are ready to go when you call.

These are The Seven Things You Need to Know Before You Hire a Production Company

1. Your production company should guarantee its services. At Aperture Studios we give you **A Unique “Nerve Soothing” 100% Money Back Guarantee.** If you don't think we delivered on any promise we made to you, we'll give you your money back. No questions asked.

2. Your production company should be able to specifically demonstrate to you that it can perform the work you need done effectively - on time and on budget. At Aperture Studios we'll take the time to learn about you and your project; show samples of similar projects we have done for other people; tell you how much those projects cost; explain to you what the time lines were and if we met them; and give you the telephone numbers of the clients who produced those projects so that you can ask them questions about our performance.

3. Your production company needs to have a mastery of state of the art video technology. Aperture Studios owns and uses broadcast quality cameras, computer based non-linear editing equipment and non-linear digital audio workstations.... perfect for your production needs.

4. Your production company needs to be able to prove to you that it has a wide range of experience to draw on when the inevitable problems that arise during any production come up on your project. Aperture Studios has been in business since 1989. We do a wide variety of corporate work, specializing in training, marketing, and public relations. We have an extensive list of happy clients and we will be more than happy to provide references for you if you would like to call some of our customers.

5. Your video production company should be available to you for FREE ADVICE before you begin your production. At Aperture Studios we encourage you to call us to discuss your project or any idea you may have for a future project. You're welcome to tour our office at any time and we are always more than happy to send a producer to meet with you at your convenience.

6. Your video project should be handled by an experienced producer. Video production is not an assembly line type of process. One person needs to supervise the project from the very beginning to the very end. That person is your producer. If you are not going to produce the video yourself you need to be comfortable with the person from your production company who is going to do that for you. At Aperture Studios we take the time to get to know you and your process or product before shooting the video. There is no other way to get it done right.

7. Your production company should have a diverse talent pool to draw on for your project. No one company can be everything to everybody. Every video project is different and requires unique talents. At Aperture Studios we pride ourselves on being able to find the right people for your project. But we go one step further... Our “nerve soothing”

guarantee covers everyone we recommend for your project. To complement a full-time staff, Aperture Studios maintains a talent database that features a variety of freelance talent. These people specialize in different styles of production.

This is What it Should Feel Like to Produce a Video

Close your eyes and picture this. The time has finally come. You're sitting in a dark room watching your beautifully shot, meticulously written, perfectly acted, crisp sounding video program on the television set in front of you.

As you watch your video you realize that it works well, but you knew it would because you knew how to get a tight script written. The picture looks beautiful because you knew the benefits of hiring an experienced and qualified videographer. The sound is crisp because you hired a company that took a little of time to use audio techniques that most people completely ignore. The acting is good because picking the right person was easy.

As you sit back and enjoy your work you notice that the audience is very quiet. They're paying attention, not fidgeting. It feels good. It's something you can be proud of.

A lot of people that we have met feel like they're running into a brick wall every time they try to get a video project done. Most people don't have time to teach themselves to become video producers. Some people tell me that they have a lot of questions that need to be answered and nobody seems to want to take the time to figure out what is really needed to complete the project.

It doesn't have to be that way anymore because NOW there is a better way to get all of your questions answered once and for all. If you have a good idea for a video, there are plenty of ways for you to get it made. You just need to arm yourself with knowledge before you start. This alone will dramatically increase your chances of success.

You need to hire a company that knows exactly what to do and how to do it before you start taping. You need to hire a production company that knows exactly how to make the video you need and how to do that in a timely and cost effective manner.

These are some of the things that we ask our clients to consider before they start their video projects.

This is just a partial list of what we can help you with...

- How to decide if you need a producer for your project or if you should produce it yourself.
- Whether you should write a script yourself or find a writer who can translate your thoughts into a coherent script with detailed audio and video notes.
- Exactly what types of services you need to complete your project.
- What equipment your video should be produced with.
- What a sensible time line for your project should be.
- What a sensible cost for your project should be.
- How to come up with a unique creative approach to your video project if you don't already have one in mind.

- How to get multiple copies of your finished video at the right price.
- How to “master” your video program so it can’t be lost or destroyed.
- How to find and use exciting and inexpensive music for your video that is legal for you to use.
- How to shave hundreds and even thousands of dollars out of the editing process without sacrificing any quality to your video.
- How to find voice talent that will add life to your video.
- How to find a location that looks like a million dollars but saves you hundreds or even thousands when you are shooting.
- How to cut your shooting time in half without sacrificing any creative quality.
- What kind of camera and lighting package you need to get the look you want.
- Whether you should tour your production company’s facilities or whether they should come to you.
- How to educate yourself in video production in one hour so you’ll never feel out of the loop again.
- What you need to do before you start your project to ensure that it comes out the way you want it to at the price you want it for.

I’m sure some of these issues are on your mind as you consider using video production to help you achieve your goals. Please call me so we can talk more about your project. I hope this report has made you a little more comfortable about video production.

Sincerely,



Preston Herrick, Producer

P.S. We give free advice. We have a mountain of experience in film and video production. If you need advice on the best way to get a project done, call us and we’ll be happy to help in any way we can.

Here’s how to reach Aperture Studios:

Phone: 509-667-1414 FAX: 509-667-1414 E-mail: Preston@aperturestudios.com
www.aperturestudios.com

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