



Production Planning Sheet

Build this in to your pre-production planning will save you time, money with a pro team and make you look like you know what you are doing – even if you're not 100% comfortable...

My Production Planning Sheet



Ideally make sure you these decisions made BEFORE you go to your video shoot or start filming – you can save yourself a lot of time by building these in to the pre-production planning...

I WILL...

1. Decide when you want to Go Pro or DIY – what type/what mood of video will you produce with your choice? Will your choice match expectation of your product/service? Is this promo or social?
2. Know how and where you want to shoot and what you will show on screen scene by scene...
3. Have the equipment you need to film – camera, mic, lighting, recording devices, editing tools...
4. Choose the appropriate wardrobe choices to match the mood your decide for your video...
5. Set the scene studio/OB – depends on the style and output, take time to check set-up for scenes...
6. Decide visuals before you start – Intro/Outro, slide design, logos, colours, fonts, caption points, music, social links, etc.– match your company branding...
7. Be able to adapt in the moment to capture a moment you may not have thought of – grab opportunities... 😊

Know what you want to produce in Post with proper planning in Pre- before you start!



Production Checklist

What key learnings will you follow up on for Production? I will...



1. Set yourself up for Production success – know what you need.
2. For DIY OBs aim to find locations where there is not too much background noise, remember you do not want to compete with other sounds around you.
3. Test, test, test as you rehearse for frame, lighting and sound level check before you start.
4. Stay aware of a distracting stance or visual habit and frame the shot accordingly. E.g. zoom in to get distracting hands out of shot or do a long shot with other movement or frame more than one shot and cut to a different camera angle for variety (*i.e. improve in the edit*). But you can more easily simply use your OBE and rehearsed specific gesture to highlight and paint the picture!
5. Ask for feedback from your cameraperson or video coach, if you feel you could do a better take, then do one – as you improve, you will know when it feels right. But if you stuff up, keep going with Confidence, let it go in the moment - or you will create a mental block and stop your filming flow.
6. Maintain your momentum - shake out and move between takes to let the energy go, especially if you stuff up and feel any tension rising – breathe, breathe, breathe!
7. Check production decisions for mobile/tablet optimisation – make sure we can read the screen.

Enjoy your shoot, PLAY! Let your talent shine, be spontaneous and LOVE what you do!



Setting the Scene with Confidence Checklist A&E

My Set the Scene Checklist



Before you start filming – ensure you have set the scene to match your video needs, image, branding. ALWAYS shoot a test shot + allow for in the moment adaptations – still check it looks good on screen. If you can - get someone to stand in the shot for you to check it. Look over all the background to make sure nothing will distract and mark your 'spot' where you will stand – check your movement area.

I WILL...

1. Choose whether to sit or stand, so where and how to set up the camera? Ensure you look straight or up to the camera – avoid looking down unless doing so for a reason. Test the shot live...
2. Decide where in the shot you will be to match the story – where do you want to leave space around you for pop-up captions? E.g. left of screen to leave pop up space on right of screen (*perceived future in the Western world*); or right of screen to leave space on left (*perceived past – reverse this in the East!*)*; or centre for pop ups/lower thirds where you want?

**Remember – your right facing the camera is your viewer left on screen and vice versa!*
3. Check your backdrop – look for small things that might distract – mess, cables, halo lights, pictures...
4. Make sure nothing is will be sticking out of your head in shot – picture frames, plants, signs etc...
5. Clear desks/tables and ensure you only have props you want/need to use to match your story...
6. Test batteries, make sure that you're actually recording and your mic is turned on. Do a 3-5 second sound test to check, especially during one chance only interviews – there's nothing more disheartening than losing sound or vision!
7. Final check on screen – straighten your clothes, hair, check make-up and teeth before you start. Help any guest filming with you by checking they look great on screen too 😊

Take a few minutes to check you look great on screen – be confident you are!



MY NOTES...

A large, empty rectangular box with a brown border, intended for writing notes.