

PRODUCING WORKSHOP

1. WHAT IS A PRODUCER

Someone who makes it happen. They have an idea, develop the vision and execute it. They plan out production, arrange resources and see it run to completion.

2. WHO ARE YOU DOING THIS FOR?

THE VIEWER! They're the people who will be judging your work. Everything you consider should be for them. You should not be producing for yourself, your subject or for a business.

The viewer, however, can be anyone. If you're a picky viewer, then it could be you. But you have to care about the people who might be watching.

3. AN IDEA

Everything starts with an idea. But an idea is just a spark. You need fuel and air to make that spark turn into a warm fire. So make sure you're idea is a good one.

4. FOCUS

It's important to make sure you have a concise direction for your production. It doesn't matter whether it's a small segment or a whole series, you should be able to summarize it on one to two sentences. What is your vision? What is it going to be about?

A helpful guideline is phrasing it as such: **People doing something for a reason.** Make sure you have a character, and activity and a motivation.

5. THREE PHASES OF PRODUCTION

Pre-Production -> Production -> Post-Production

Or... Planning -> Shooting -> Editing

A. Pre-production

- Flesh out your idea.
- Discuss with many different people.
 - Is it overtly promotional?
 - Is it balanced?

- Will it work for Television?
- Make it Visual
- Write Script
- Arrange for Crew and Locations

B. Production

- Plan out what you need shot
- Select the right equipment
- Setup scene and lighting
- **Shoot**
 - Not too much not too little
 - While shooting, think about how it'll come together in the edit

C. Post-Production

- Ingest all the footage and assets
- Organize Content
- Draft Story and Script
- **Edit**
 - Use music and cutting to dictate pacing
 - Add graphics if necessary
- Refine – color correct, balance audio