



Getting Started

Our approach to Video Production is simple: KEEP IT SIMPLE.

Without doubt, the most common question a Video Producer is asked by potential clients is "How much do you charge to produce an X-minute program?" Budget is ALWAYS a major factor when considering whether to produce some media content. In our 20+ years in the business we have NEVER heard a potential client mention that their budget was unlimited and that we could do whatever we felt like to create the program in question!

However, it is practically impossible for a Producer or Production Company to quote a dollar figure for your production without first knowing some specific information.

The Process

We typically break down each production into four phases:

- **Pre-Production**
- **Production**
- **Post-Production**
- **Distribution**

Pre-Production Phase

In the Pre-Production Phase representatives of the client and the producer meet to identify and finalize all program elements such as research and scripting needs, a stylistic "look" for the program, the need for actors and/or sets, the selection of those people and locations to appear in the video, identifying special graphical elements such as animation or photo-animation, determining the need for narration and music, any travel needs, and overall program length. Once these issues have been clarified, the producer can then develop an itemized **Production Budget** and **Project Timeline** to be submitted to the client for approval.

At this point many different things can happen, such as acceptance of the **proposal** and progressing to the signing of a **contract**, a revision of the budget and timeline, a delay of the project to wait for additional funding, or rejection of the proposal outright.

Production Schedule

A Production Schedule is created in consultation with many people. This will translate all of the elements in the desired final program into days of production. Most programs require 2-4 days of production, but of course, there are always exceptions.

Production Phase

The Production Phase is the actual videotaping of the program segments over a period of days. This can be done locally or in another city, in a studio, office or outside on location. This will occur with a selected video crew and with varying types of equipment. The specific crew and equipment needs, and the amount of days required for videotaping will have been determined during the **pre-production** phase.

The client should be present for some if not all of the Production Phase in case any last minute questions or issues arise. This is also the phase where the majority of the project budget is spent. Once this phase is completed, there are still many more steps required to shape the footage into the final product

John Sandy Productions Inc.
PO Box 5104
Englewood, Colorado 80155-5104 USA
Phone: 303-721-6121
Fax: 303-721-0466
E-Mail: john@jsptv.com



Post-Production Phase

In The Post-Production Phase all of your footage is then copied, edited and 'shaped' into its final form in a series of stages, which may take several weeks.

- Copy your original footage to protect it, and then works with those copies until the final edit stage. If something goes wrong and you accidentally destroy a tape copy – no problem! You can always make a new copy from the original footage.
- Log your footage and **transcribe any interviews** you might have in your production. This will inform you of exactly everything you have and where it is.
- **The rough edit process** – This is usually the longest single phase of assembling your Program. It may take a few days, weeks or even a few months.
- **Selecting Narration, Music, Graphics, Transitions, Titles, Credits, Animation.** These can lend your program a professional polish.
- **Copying your final Program Edit** - You've just spent months of hard work and a lot of money to create your masterpiece, but what if something happens to it? Having a copy will allow you to sleep easier at night...

The Distribution Phase

In many cases you will not be involved with distribution of your final program, but there are several issues to keep in mind. Figuring out the best way to market your video to its audience is a science unto itself, but here you have to consider such things as the number of copies to make, developing any study materials to accompany the program, buying mailing lists, talking to video distributors, and screening your program for sample audiences.

We can deliver your finished project on HD/SD Tape, CD, DVD, FTP, or satellite uplink.

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