



# Digital Media I Video Project

## Production Phases

DM I 106.00 Video

Essential Question: Why is sequence shooting better than scene by scene shooting?

There are three phases to producing a video /film /documentary / sitcom / commercial. The only thing that changes is the script and the length. The phases remain the same for whether it's a :60 commercial or a full length movie.

Each phase must be approved by me, the Executive Producer. Then you may move on to the next phase. Keep in mind that if it can go wrong it will, so plan accordingly. Also, sequence shooting is best and you can tell me why it is better after you finish the video.

There are 7 members in your crew. Choose a director, camera person, floor manager, sound technician, editor, and production assistant. Of course, you will need actors, so your crew will double as actors as well.

Follow the chain of command to resolve problems. Everyone answers to the director, then floor manager, camera person, sound technician, editor and production assistant.

<b>Pre-production</b> Determine purpose Determine target audience Use storyboard Write script	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
<b>Production</b> Set-up equipment Record footage Save & organize	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
<b>Post-production</b> Import footage into editing software Edit & assemble Optimize and export	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6

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## Production List

Day	Equipment	When	Where	Props	Costumes	Editing
1						
2						
3						
4						
5						